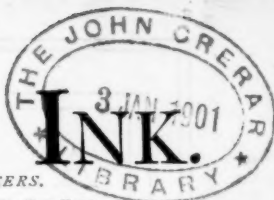


PRINTERS'

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXXIV. NEW YORK, JANUARY 2, 1901.

No. 1.

THE MAN WHO ENTERS INTO BUSINESS WANTS EVERYBODY TO KNOW IT.

He realizes that his success depends upon the publicity that can be given to his venture.

THE PHILADELPHIA RECORD

GIVES ADVERTISERS THE GREATEST PUBLICITY FOR THEIR MONEY.

Everybody who has used it will tell you so.

"The Record" stands first as the foremost journal in Philadelphia."—The Towanda Daily Review.

Average circulation for the first eleven months of 1900:

191,704, Daily. 154,365 Sunday.

RATE, 25c. PER LINE.

RATE, 20c. PER LINE.

A Street Car Card Strikes

WHILE THE IRON IS HOT.

When a woman goes shopping she generally has a vague idea of WHAT she wants to buy, or WHERE to buy it.

Seated in the car she thinks the matter over. She reads the Street Car Cards.

THEY SOLVE THE
PROBLEM FOR HER

They strike while the iron's hot. You see the point? Let us tell you something about Street Car Advertising. At your service.

GEORGE KISSAM & CO.,
253 Broadway, New York.

15 Branch Offices.

Written by Ferdinand Luderer, Detroit, Mich.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 28, 1893.

VOL. XXXIV.

NEW YORK, JANUARY 2, 1901.

ON THE BOARDS.

The following article was written for PRINTERS' INK by a well-known advertiser who desires his name withheld. The Little School-master prints it here for what it may be worth:

Josh Billings said "the humbug was an insect that had a habit of appearing at different times under different names." He declared he had been bitten often by this bug, but never twice in the same place.

I have been bitten by the humbug called billposting, but it will never get another bite out of me. I was up against the game good and hard. I was uppercut, undercut, hit in the breakaway, solar-plexused, and when the referee counted ten I was still down.

Now, that I have come back to my senses, I can give only recollections. The Lord knows what happened while I was unconscious.

To start with, an order was given a billposter in a great city for a "chance-may-offer" showing. I hereby offer a reward of a cake of soap to the man who can tell what that is. I was to have a month's showing of two hundred posters, and the billposter was to put up the paper anywhere and everywhere he had a spare board. Three or four of our men kept a sharp lookout for these posters, and at the end of a week three were found. A protest was lodged with the billposter, who said we didn't know how to look. The paper, he declared, was posted, and it was "up to us" to find it. It couldn't be found, so at the end of three weeks I shouldered a club and started out to make trouble. At the billposter's office I found a lot of my paper lying untouched. It was explained to me by a suave understudy that no chance had offered for that paper—that if there was no chance for the paper on the billboards, it had to take its chance

in the office. All of which is respectfully referred to the funny pages of the New York Sunday papers.

I meekly inquired if I was expected to pay for something I didn't get, and the understudy said "Certainly." I had bought a lot of expensive paper from the lithographer, and knew this bill had to be paid, or that paper could never be used. There is a billposter's association, you know, and it's a trust to be feared. The Standard Oil people don't stand deuce high to it. So I paid that bill. It was my "chance," and I "offered."

Then it was explained to me that what I ought to take was a "listed and protected showing." I hereby offer two cakes of Babbitt's soap for a satisfactory interpretation of this definition. I was told that the Billposters' Association guaranteed that I'd get everything that was coming to me, and maybe a little bit more. Well, I got it all right.

I was shown a big list of towns and cities, opposite which were the names of the billposters in those cities, and in the last column was the price per sheet it would cost per month to post those localities. I noticed that the biggest prices appeared opposite the names of men who were chief cooks and bottle washers of the organization.

A Chesterfieldian individual, with a softly-purring voice and an immaculately white vest, told me he was a broker or an agent or some sort of a go-between, and said the easiest way to post a lot of cities was to give him an order for all of them, and he would do the trick—the "listed and protected" trick.

I said: "What do you get out of it?"

He said: "Sixteen and two-thirds per cent."

I said: "Split that commission with me, and the order is yours."

He said: "I can't. The associa-

tion won't permit it. If I did it, I'd be fired out."

Well, he did it, and he wasn't fired out. I thought I was beating the game, and began smoking better cigars on the strength of my "saying." How much wiser a man is after the event than he is before!

I started in with my teeth set. I was going to get service if it took the hide and hair off. The paper was sent out, and I waited for the various billposters to send in their lists and reports. Slowly they began to come along. I at once sent these lists to the publishers of papers in the towns they came from, and asked them to detail a reporter or collector to make a thorough inspection. The very first town inspected showed me what to expect. The inspector wrote: "Your paper was up one day, and was then covered up with 'Wild West' posters."

The next report was precisely the same. And so it went. There were seventy different cities on the list. In some instances the billposter wrote back that my inspectors were liars. Others wouldn't write anything. Here and there a list was not sent in until the end of the month, and the paper was gone when my inspector went around to the boards. Some paper was posted on the back-side of the boards. The winds and rains destroyed hundreds of the stands. The excuses offered by many were so shallow that a blind man could see through them at midnight.

In one large city the service was particularly faulty, so I kept an inspector on duty there constantly for three months. When settling up time came, this billposter, I learned, had kept no record of the service himself, because it was so bad he couldn't, and he meekly asked me to send in my inspector's reports, and made up his bill from them. This is the first time I ever came across a man who let the buyer of his goods make out the invoice.

For three long summer months I kept after these fellows, while other people were laying in the surf and playing lawn tennis. I nearly wore out my sweet young

life keeping tab. This was a "list-ed and protected showing," mind you, and I paid only for what I found, or thought I found. The broker's bill looked like a map of the Indian Archipelago when I got through with it. What I cut off, however, wasn't one cent on the dollar compared with the loss of time and sleep. I would have been better off if I had shut my eyes and said: "It's coming to me—let me have it."

There was just one billposter on the list who did his duty. His service was faultless. I wrote and told him he was the one grain of sugar in a hog'shead of sand.

I had more posters left, and spit on my hands and tried again. This time I went after big game. No more brokers for me. I tackled the billposter in a great city. I asked for all the broker's commission, and I got it. Things were looking up, I thought. If you want to get the commission from a billposter, try and see how hard you'll get hit. I mean now. My experience has made the billposter wary.

I wasn't going to be flimflammed this time, so I picked out my own locations beforehand. No more back-sides of boards for me. When my list was made up, I went to the billposter and said:

"Here are the boards I want."

He said: "Why, you have picked out a lot of 'specials.' They cost three or four times as much as 'regulars.'"

I wouldn't pay special prices, so I had to take the best regulars. I insisted that I wanted no paper on cross streets. Every bill must be on a main thoroughfare. The billposter said "All right," and I gave him the paper, telling him to notify me at once when the posters were all up. The notice came, and I at once sent out two absolutely reliable inspectors on an automobile. They reported that less than half the paper was posted. I don't remember what excuse was given, but you can gamble that billposter didn't get paid a cent until every bill was posted. And to make things interesting quite a number of posters were stuck around corners on side streets. I protested. The billposter said he would move

them to the main thoroughfare. That was all very nice, but where did I come in for the extra paper thus wasted? I haven't found out yet. Can you tell me?

And still I wasn't knocked out, but I was getting groggy and clinching until the bell rang.

I contracted with another famous billposter for about 400 sixteen-sheet stands, and sent him 500 stands, the extra 100 being for renewals. The paper cost four cents a sheet, or sixty-four cents for each poster. Up went the paper, and out went my inspector. He found three-fourths of the bills up, and while I was fixing up matters with the billposter about the other one-fourth, a good old-fashioned storm mowed down my paper like the Boer sharpshooters picked off the English. More paper was needed. It had to be shipped from another city. First I was asked for 100 extra stands, then for another 100, then for another 100, then for another 100, and finally for 200, making 1,100 stands altogether. What under heavens that man did with my paper I shall never understand. That city must have run short of kindling wood. The paper on this deal cost me over \$700, and in all that month I don't believe I got seven days' full showing.

Now, I'm done with billposting. It took me nearly a year to find out that you can't beat a man at his own game, when he is backed up by the winds, rains and an easy conscience.

If there are any commercial clubs, or boards of trade, or business colleges, or missionary societies which want a competent person to deliver a lecture on billposting, I herewith apply for the job.

I want to vind up by saying that no mortal man who posts can tell whether the paper he pays for is up on the boards, or lying in the gutter or starting fires in stoves. He may see it up to-day, but a hundred Janus-faced inspectors can't tell where it may be to-morrow.

Billposting is all right for the man who doesn't inspect and who doesn't care particularly whether he is getting full service or not.

But for the man who insists on

getting a full and complete showing—who wants a good run for his money—billposting is all wrong. It will hasten the wrinkles of old age and care, and put words in his mouth commonly allotted to pirates and losers at prize fights.

My experience on the boards has raised the newspaper and street car to my most distinguished consideration. I can check advertising in those mediums, and advertising that can be checked is the kind of advertising to stick to.

A TAILOR'S EFFORTS.

In Chicago a tailor in Fifth avenue, near Jackson boulevard, takes advantage of every illustration that appears in the weekly and monthly magazines and illustrated papers and adapts them to his own use with such success that a crowd is constantly before his store, gazing at the happy hits. Among some of the lines which have appeared was one under a picture of Edmond Rostand. It read, "The author of 'Cyrano de Bergerac' now in a French insane asylum." Below this the tailor printed in large letters: "Driven mad by his tailor. Here it couldn't happen; our prices create exactly the opposite effect." Beneath a series of laughing faces he puts: "Laugh and the world laughs with you. Wear misfits and the world laughs at you. We are pledged to give you a perfect fit and a cheerful face, at prices to suit your income." Under a picture representing a lot of mummies swathed in burial clothes and entitled "A half a mile of mummies," he adds: "There are miles of fellows in Chicago dressed very little better than these mummies. No excuse for it. Ask us to show you why."—Chicago News.



A good looking horse and poor looking harness is the worst kind of a combination.

Eureka Harness Oil

not only makes the harness and the horse look better, but makes the leather soft and pliable, puts it in condition to last—twice as long as it ordinarily would.

Sold everywhere in cans—all sizes. Made by

STANDARD OIL CO.

Give Your Horse a Chance!

NOT BAD!

659.051 69556

3

27100

CORNELL'S CONQUESTS BY CONCERTS.

By S. H. Busser.

"I am the originator of the five-cent medicine show business in this country and I have made a success of it. Where one man makes money at this venture nine others will fail."

This from Dr. H. H. Cornell, owner and manager of the Cornell Concert Company, a traveling amusement organization which has for its object the advertising and sale of two patented preparations called "Hoangnan" and "Banyan"—the first a bottle of tonic tablets selling at \$1.00 and the last a liniment selling at 25 cents a bottle.

The doctor is a big fellow, wears wide brim hats, Prince Albert coats and has a fondness for a wide expanse of shirt front—a fitting background for a huge diamond which invariably scintillates from its position about six inches below a cravat of spotless white.

"I began this business twenty-two years ago with a dry goods box on a street corner," the doctor continued. "Then I traveled all over the South and West in a wagon with a small concert company, selling my medicines by the usual methods from the end of the wagon. I finally gathered this company of thirty people with a brass band as an orchestra.

"I have been in nearly every State in the Union, but have come to regard Michigan and Ohio as my best territory. We stay away from towns of less than ten thousand people. It is our usual plan to remain in one place about four weeks. During the summer months I give my show in a tent with a seating capacity of 2,500 people, and in the winter I rent theaters and public halls. There are more nights in the year when we play to overcrowded houses than there are nights when the audience is too small for profit. We give a clean vaudeville show lasting two and one-half hours. My company has eighteen programmes. My lecture requires but half an hour."

The doctor's "lectures" are plain and forceful and show the skill of the trained salesman. After he gets his audience worked up to the

proper pitch Dr. Cornell gives the signal, the orchestra breaks into lively strains and men pass among the people with the medicines.

"My expenses are from \$400 to \$500 a week," said the doctor. "We are sure of this much from our admission money. We expect our door receipts to pay all of our expenses. My show sales of Hoangnan and Banyan run from \$300 to \$800 a week, but many people who do not buy at the tent will call or send to my hotel for the medicines. Besides I have my preparations on sale at all the drug stores in every town I visit. In addition to this many mail orders are sent to my home address at Lansing, Michigan, which is printed on every package of my goods. I have a jobbing house in Lansing to look after the wholesale end of the business."

Dr. Cornell said he never used the newspapers to advertise his medicines. "That is what my show is for," said he. "All my work while traveling is advertising my two preparations. The sales I make are important but secondary after all. The great bulk of the trade must go through the druggist. I am advertising for him. My preparations are scientific and will do everything I claim for them. The man who would make money at this business must sell reliable remedies. It is a fool's errand going about the country trying to deceive the public. It can't be done long. My success has been due as much to the merits of my medicines as to my own work in their interests. My mail order trade and a large part of the drug store sales are mainly due to good my remedies have done."

Dr. Cornell has another plan to secure advertising. He gives Sunday night concerts and turns over the entire receipts to some local charitable cause. The favorable feeling worked up by this plan is often very great.

NOT UP-TO-DATE.

Railway Agent—Our railway, madam, is strictly up to date in every respect. Madam—Nonsense! Look at this woman on your excursion folder. Her sleeves have been out of style for three years.—Chicago Record.

CIRCULATION

(WEEKLY STATEMENT)

St. Paul Daily **Globe**

Ernest P. Hopwood, superintendent of circulation of the St. Paul GLOBE, being duly sworn, deposes and says that the actual circulation of the St. Paul GLOBE is herewith correctly set forth:

Monday, Nov. 19.....	17,450
Tuesday, Nov. 20.....	17,400
Wednesday, Nov. 21.....	17,390
Thursday, Nov. 22.....	17,400
Friday, Nov. 23.....	17,650
Saturday, Nov. 24.....	17,600
Sunday, Nov. 18.....	17,500

E. P. HOPWOOD.

Subscribed and sworn to before me this 26th day of November, 1900.

H. P. PORTER,

[Notarial Seal.]

Notary Public, Ramsey Co., Minn.

FURTHER PROOF IS READY.

The GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same. The GLOBE is the only St. Paul daily paper that makes this offer.

THE DAILY GLOBE, St. Paul, Minn.

C. H. EDDY,

WILLIAMS & LAWRENCE,

10 Spruce St., New York. 67 Washington St., Chicago, Ill.

THE COUNTRY PAPER.

The North Dakota Press Association now publishes its proceedings at Devil Lake on July 7, in a booklet. From the president's address the following interesting paragraphs are clipped:

The city daily is growing more and more cosmopolitan while the local weekly grows more and more local—and the latter is learning that in certain directions it is useless to compete with the city giants—yet in its own field has work to do and plenty of it that is equally impossible to its greater brethren.

Life is made up of great things and trivialities.

The famine of India is an awful thing, the war in South Africa means a terrible loss of life and property to the whole world—but an aching tooth, a boil or even a pair of tight shoes are matters of much greater interest to the individual who suffers and often, incidentally, to the immediate circle in which he moves.

The birth of a child is more to the family than the acquisition of Porto Rico to the United States.

An alliance between the Russian bear and the German eagle would be a matter of great concern to the world's diplomacy—but when John Smith and Mary Jones who have grown up in the village go dressed in their best to the country church and in the presence of their neighbors promise to be husband and wife, the villagers talk of John and Mary's prospects of happiness and other prospects, and forget the union of the bear and the eagle.

These little things of life are chronicled by the local weekly. As the lines of work between these two classes of newspapers grow more and more marked, the fact of the usefulness, the interest, the power and the survival of the country press is more apparent.

The country editor has a personal contact with his clientele unknown to the city writer. His readers are his personal friends and acquaintances. His opinion, printed perchance on an Army or Washington hand press, are quoted and heeded.

The great dailies go to the stores and banks and great office buildings. The merchant, the banker, the corporation manager or attorney glances hurriedly over the financial column or the market report—but even the city business man turns the pages of the little sheet that comes once a week from the village where he was born, with an interest not mixed with dollars and cents or idle curiosity, but with emotions that stir the heart's memories, that bring back the days of his boyhood.

As long as there are homes and families and villages, there will be place and opportunity for the chronicles of small things which are great in their own immediate surroundings.

There is no doubt that there are, particularly in the West, too many little papers. By this we mean no discredit to the one man, who often alone, or

with but a boy to help, with a few fonts of type and an Army press, seeks to make a newspaper in some little town, where patronage and news are scarce.

The contrast in the old settled communities of the East and this new country of the West is very remarkable in this respect. Many towns and cities in the East of one to two thousand people have had no local newspapers at all. Large counties with thirty to fifty thousand people, with a county seat of five thousand, have no daily. I think in time the West will not have so many local papers, though perhaps for many reasons always more than the East.

TELL THEM THINGS.

A correspondent of PRINTERS' INK writes as follows:

You're a furniture dealer. In your ad in yesterday's paper you spoke of a sideboard that you sell at \$30.00, and you mentioned among other things that it is made of quartered oak.

Now, how many of those who read that ad may be supposed to know what "quartered oak" is?

How many know what advantage there is in having a sideboard that is made of "quartered oak"? How many know what distinguishes "quartered" oak from other oak and how to recognize "quartered" oak when they see it? Why don't you tell them that quartered oak is sawed obliquely of the log instead of longitudinally as is ordinary oak?

That this method of sawing produces the beautiful irregular grain effect called "flake." That this grain effect is brought out most strongly by the now popular golden finish, producing rich contrasting light and dark shades. Then they would be able to tell why your \$30.00 sideboard is worth more than the plain oak one they saw at Smith's for \$20, which looked a good deal like the cut of your \$30 one in your ad. It would also tend to give them the impression that you know your business from A to Z, and they would be glad to gain the information you gave them, for every buyer likes to be able to judge for himself or herself.

You hear the funny stories about the questions Mrs. Newlywed asks her grocer or her butcher, but it never occurs to you that there are a lot of things about your own business that people in general don't know and can't be expected to know, and if you use trade or technical terms explain them fully.

ONE KIND OF ADVERTISING.

A friend of mine has a boy just big enough to run errands. This boy swings every possible item of the family purchases in the direction of a woman who keeps an unpretentious corner store. He explains his predilection for her shop by the somewhat vague assertion that "she is a peach." But the fact is that perhaps five cents' worth of candy and a few dollars' worth of smiles bring her two or three dollars extra trade every week. That is one kind of advertising that everybody can do.—*New England Grocer.*

CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

HONESTY IS HIS HOBBY.

SEDALIA, Mo., "DEMOCRAT."

Official Paper of the City.

SEDALIA, Mo., Dec. 10, 1900.

Editor of American Newspaper Directory:

DEAR SIR—Asking your pardon for intruding the cares of a Missourian upon you, I should like to beg of you a helpful hint on the ground of the general fellowship of advertising men.

My business manager's hobby is "honesty in circulation and all other particulars and discount your bills for cash." When making a sworn circulation statement, or even one that is not sworn, he makes it a few hundreds below the actual in order to be on the safe side. The equipment of an office of the size of ours does not permit the keeping of the records your Directory requires with sufficient accuracy to be satisfactory to you, and the editor who would falsify any affidavit of circulation would just as soon deceive the public with the blank you send.

The result of this is that your Directory, as well as a number of others, does not give the *Democrat* the rating it deserves, nor can I see that if yours did give us full credit there is anything to protect us from a false competition such as has been admitted by one of our competitors during the past few months with the present ratings. (This competitor admitted to the agent of a foreign advertiser, the Pepsin Syrup Co., that his rating in your book was double what it should be.)

Please understand me, I am not kicking. I know you have difficulties to overcome in building the Directory, but I call your attention to these things to give you information with which to answer my question.

The facts about the *Democrat* contained in the inclosed circular are all true. My manager pays me sufficient salary to take me away from a Kansas City daily of standing, and I feel it due to him to keep the paper in the lead at home and abroad. At home, where I can bring the business men into the office and "sight 'em," it is no hard task. But I confess the foreign proposition is a hard one.

It occurred to me that a man in your position must have formed an opinion of what he would do "in a case like this," and that is what I should appreciate having you tell me.

Trusting that I may be able to return the favor of an answer in some manner, to you or your agency, I am,

Very truly yours,

WILL M. RAYMOND,

Adv. Mgr. *Evening Democrat*.

Inclosed with the above is the

following circular which reiterates much that is said in the letter:

CIRCULAR.

Since all affidavits of circulation necessarily look alike to the editors of newspaper directories, we, who wish to tell only the truth about our papers, find ourselves placed at a disadvantage by the affidavits of those who lack both financial standing and good morals. Therefore we wish to urge upon you the following facts in regard to the *Sedalia* evening, Sunday and weekly *Democrat* if you have business to be placed in its territory.

The rating of the *Sedalia Democrat* Co. in the Commercial Agency reports is such as to show that we could not afford to make a false affidavit of circulation if we so desired. Please look us up and convince yourself that this is true.

The circulation of the *Sedalia* weekly *Democrat* is easily proven by the records of the *Sedalia* postoffice. According to these records, 6,061 pounds of weekly papers were mailed in that office during the quarter ending October 1, 1900, by five weekly papers printed in English in this city. The weekly *Democrat* weighs a trifle more than seven to the pound.

Postmaster John M. Glenn, of *Sedalia*, is authorized to answer by wire or letter or show the postage account of the weekly *Democrat* for any period, at any time, to any one.

Every subscriber to the weekly *Democrat* pays his subscription in advance, and the frequent revisions of our galley mailing lists are hung on the wall of the office for the inspection of those interested in advertising in Central Missouri.

The evening and Sunday *Democrat* is circulated largely by carrier, and it is therefore impossible to give you post-office figures on its circulation. But if we are anxious to tell you the truth about the weekly, is it not reasonable to suppose that we are equally willing to tell it of our other papers? The average circulation of the evening and Sunday papers is about 2,000 copies per issue, the year round. The books are wide open and we should be pleased to show them to you or any friend you may have whom you can send to us to look them over.

The evidence of merit in all of the publications is plainly to be seen from the papers themselves. They are typographically and editorially clean. You hear no boiler plate rattle when you throw them down, nor do their subscribers have to wade through numberless railroad, office and dead advertisements to find the news. They carry the advertisement of every bank in the city

and at some time during the year the advertisement of every business house of standing that uses newspaper space at all, with only the clean, cash-paying foreign contracts.

A thorough investigation will convince you that the *Democrat* is the only Sedalia paper worthy of your patronage, and the more thoroughly you investigate the more sure we are of your order.

May we not have a proposition by an early mail?

The advice of the Directory editor to the above correspondent would be: "Stick to the policy of honesty." Within the past fourteen months not a daily paper in Sedalia has furnished the Directory a detailed statement of circulation covering a year. The admission made by the competitor of the *Democrat* to the agent of the Pepsin Syrup Co. no doubt was true, and it sustains the present rating of the Directory of the three Sedalia dailies. These ratings indicate a doubt in the mind of the editor whether either one of the three actually does print so many as a thousand copies. The circulation rating of each of the competitors of the *Democrat*, in the latest edition of the American Newspaper Directory, is, "In 1900 Y."

A Y rating signifies that no recent circulation statement has been furnished from the office of the paper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant.

The *Democrat* has sent in a statement which does not hold water, but purporting to show that its issue does exceed a thousand copies.

As to the question of false statements of competitors, the Directory has for many years adopted a rule set forth below:

In a town where one paper gives information about its circulation that is definite and satisfactory, and another gives information the accuracy of which no one would be justified in guaranteeing in the form in which it is given, a great deal of consideration is paid to statements about the circulation of rival publications made by the publisher who has furnished definite and satisfactory information about his own; and very little to statements about the circulation of his rivals made by the publisher who fails to make a satisfactory statement about his own.

Mr. Raymond begins his letter with an admission that his books are kept in such a way that he cannot tell from them what his issue

has been, and in his circular takes credit that these books are open to the inspection of advertisers. The Directory editor frequently finds himself in contact with newspaper men like Mr. Raymond, who are willing to show books because they know that no one can find out anything by examining them.

The Directory editor asserts that were he the owner of the *Sedalia Democrat* he would

FIRST,

Find out how large an edition he prints;

SECOND,

Tell the facts in plain figures.

IS IT INSTINCT?

It is impossible to lay down any hard and fast rules as to the amount of money that can be safely expended for advertising in any business. Even when the goods are thoroughly familiar, their uses well understood and all probabilities are carefully considered, there is still an element of chance which cannot be entirely eliminated from any business hypothesis which you may assume. Here is where the advertising man must rely almost entirely upon a certain indefinable something which is perhaps as nearly expressed by instinct as anything else. If he is really in touch with the full scope of the plans which he has mapped out he will have a feeling of confidence that what he has planned will accomplish the work.—*Ad Sense.*

Catch phrases which can be introduced into daily conversation are the catch phrases which do the work.—*Advisor.*

STEREOTYPED ADVERTISING PHRASES.



"UP TO DATE."

A THEATRICAL POSTER FACTORY.

A PRINTERS' INK representative was recently shown through the large lithographic works of the H. C. Miner Lithographing Company, at 9th avenue and 14th street. He was initiated into the mysteries of "multi-color" work, and shown how every poster is designed and the various color processes until it is finished. From the offices he was escorted into the artists' room, where the originals of most of the theatrical posters that this country has seen were first sketched out. He wrote as follows:

"Several clever and high priced artists were at work 'outlining' original ideas for posters of different sizes, and illustrating forthcoming plays or the stars therein. When drawn in pencil, they are given the various colors, marked as to size the finished poster should be, and then sent to the enlarging room. The person ordering the poster sees it both in its 'rough' design, and in its enlarged state, before the actual work is proceeded with.

"There is a large photographic studio where companies or groups can be posed, and this is usually done in costume, showing some particularly interesting part of the play, consequently there are adjoining dressing-rooms for ladies and gentlemen of the cast. It is not unusual for a dozen or more 'sittings' to be given before a satisfactory result is obtained.

"On the way to the engraving room we pass through apartments where the peculiar stone that is used for poster work is ground and polished to get the required fineness of surface. By the way, these stones are all imported from Europe, and their equal cannot, I understand, be found in this country. They cost about twelve cents a pound to be put in the New York market.

"In the engraving room skilled workmen are busily engaged drawing all kinds of figures and faces on the huge stones. The larger posters are, of course, made in sections or 'sheets.' Some are

only in one color; others in three, four or more. The stones are placed in the heavy presses, where they are fed with paper and printed one color at a time. The 'register' has to be very exact, or a smudgy poster would be the result. When practicable, only one color per day is applied to the paper, but as the factory is now very busy, they are trying two. For the past four months the influx of theatrical work has been so great that the establishment has been working night and day and Sundays, in order to turn the work out on time. Different sets of men have been required, and I understand that some of the skilled engravers command a weekly wage of \$50. There are 200 men employed in the factory, so the payroll must be very great.

"From this factory goes out the largest quantity of theatrical outdoor advertising that is used in the United States. Mr. O'Brien and Mr. Moore, of the firm, assured me that they had no time to even consider commercial work, for the reason that they were too busy with theatrical orders, and, again, there was so much competition in commercial lithography that it did not pay to handle it. From which I understood that theatrical work pays better.

"There is a fully equipped printing office on the same floor, in which circulars, dodgers, programmes and display bills are printed and the enormous stock rooms are quite interesting. Going through these Mr. Moore enlightened me as to the methods of doing business. The manager of a company either in New York or on the road, orders a certain poster to be made from approved design. He knows how many of these his billposter will use in New York, and orders that number delivered to the knight of the brush and paste or to the theater, as the case may be. A larger quantity is held in reserve and shipped, in quantities as ordered, to the various cities comprising the tour, just a week ahead of the company's arrival. It often happens that a second, third and

fourth company will be playing a popular success, so the quantity of 'paper' required will run proportionately great. The stones, therefore, are seldom destroyed except in the case of a hopelessly unsuccessful play, and even then the name is doctored, if possible, so as to utilize the stone for another play or purpose.

"Some idea of the extent of this business may be gathered when it is understood that the plant of machinery, tools, etc., is worth more than \$200,000."

IN CHINA.

A noticeable feature of the China newspapers is the "exuberant verbosity" of their advertisements. This is due to cheap advertising rates, as well as to the flowery language of the kingdom. All sorts of communications get into the papers, but the business system of Chinese editors is so admirable that instead of airing private and public grievances in "letters to the editor," they are inserted in the advertising columns, and thus help the editor to get an honest living. An announcement inserted by a jilted swain whose lady-love eloped with Chou Ling, closes with these heartfelt words:

"I cannot control my wrath and bitterness. My loved one has, it is plain, been enticed away by this rascal's deceit. How, I wonder, can a mere tailor's dummy succeed in winning her? Surely he has not law or justice before his eyes. It is on this account that I am advertising. Should any kind-hearted gentleman give me information of her whereabouts by letter, I will reward him with \$20; should he bring her back to her parents, I will joyfully give him \$40. I will most certainly not eat my words. His kindness and benevolence for a myriad generations, to all eternity, shall not be forgotten."

Quacks in China advertise in more beauteous language than their kind in America. One such ad runs:

Our recipe has come down to us from a physician of the Ming Dynasty. A certain mandarin was journeying in the hill country, when he saw a woman passing southward over the mountains, as though flying. In her hand she held a stick, and she was pursuing an old fellow of a hundred years. The mandarin asked: "Why do you beat that old man?" She answered: "He is my grandson, for I am 500 years old and he 114. He will not purify himself by taking his medicine, and so I am beating him." The mandarin alighted from his horse, and knelt down and did obeisance to her, saying: "Give me, I pray you, this drug, that I may hand it down to posterity for the salvation of mankind." Hence it got its name—"Fairy Receipt for Lengthening Life." Take it for five days, and the body will feel light; take it for ten days, and your spirits will become brisk; for twenty days, and the voice will be strong and

clear, and the hands and feet supple; for one year, and white hairs will become black again, and you move as though flying. Take it constantly and all troubles will vanish, and you will pass a long life without growing old. Two dollars a bottle.—*N. Y. Press.*

MILWAUKEE.

"Newspaper advertising is one of the most wonderful things in the world," said a Chicago traveling man yesterday to a reporter for the *Post*. "A few years ago some prominent brewers of Milwaukee decided to advertise their brew in every prominent newspaper and magazine in the United States. As a result of this the name 'Milwaukee' cannot be mentioned anywhere, where the English language is spoken, without causing those who hear it to involuntarily think of beer. St. Louis, Cincinnati and many other cities make just as good beer and a great deal more of it than does Milwaukee. Yet the two former cities are not known particularly for their beer at all. It is the newspapers that made Milwaukee famous, and not her deep brown brand of hops and malt."—*Houston (Tex.) Post.*

WHAT, INDEED!

What's the difference morally between the confidence man who sells the farmer a brass rick for a gold one and the publisher who sells the advertiser 100,000 circulation and only gives 10,000?—*Suggestions.*

ADVERTISING is the insurance of business, but you must keep up the premiums or the policy will lapse.—*Bates.*

STEREOTYPED ADVERTISING PHRASE.



FULL INFORMATION BY RETURN MAIL.

OUR NATION AND THE TRADE OF THE WORLD.

Fourteenfold gain in a hundred years is our nation's record of foreign trade. In 1800 we were sending out and receiving an average of one hundred and sixty million dollars a year. Now our annual exports and imports aggregate two thousand two hundred and fifty millions. Enormous as this expansion is, our growth of population is more rapid. Then five and one-third million people had an average foreign trade of thirty dollars each. Now seventy-seven million trade but twenty-nine dollars each.

But how changed are the conditions! One hundred years ago we were a struggling nation barren of manufactures, forced to call upon the old world to supply a large part of our very necessities. To-day practically all our necessities and most of our comforts and luxuries are of home production. The nations of the world vie with one another for our surplus products. In the hundred years our average wealth per inhabitant has nearly quadrupled and our aggregate wealth has multiplied fiftyfold. With our one hundred thousand millions of wealth, we stand to-day the richest nation on the face of the earth. Great Britain has but three-quarters our wealth, France three-fifths, and Germany only one-half. Yet these are the richest nations of the old world. We rank first, too, in the value of our manufactures. Great Britain—a long second—produces less than half as much, Germany but a

third, and France two-fifths as much. These three old countries together only slightly exceed us.

First rank in the foreign trade of the world is yet to be won. There Great Britain still stands supreme. The combined exports and imports of the world, according to the latest available figures, exceed nineteen thousand million dollars. Of this Great Britain has three thousand four hundred and ninety millions, or eighteen per cent. Next follows Germany with about twelve per cent. Our own share is less than ten per cent, and that of France eight per cent. Even that diminutive country, the Netherlands, with but one-fifteenth our population, falls little behind us, claiming seven per cent of the world's commerce.—*G. B. Waldon, in Chautauquan.*

CITIES AS ADVERTISERS.

In London, England, the county council is an approved advertiser. It controls tram car advertising and realizes a large revenue from that source. It also lets places for the erection of buildings. Recently it placed a boarding along the Strand which commanded the approval of London papers because it was of the right height and because it compelled a border to be placed between each poster. By this latter provision greater force was given to each individual poster, as well as to the whole. Thus it may be seen that while municipal authorities may, by a desire for undue revenue from advertising privileges, abuse this power, they may also exercise an influence for good.—*Advisor.*

"GUARANTEED."

Be careful about that word "guaranteed." Used by itself it is meaningless. It may mean that you guarantee your goods to wear out in two weeks. Either tell what you guarantee your goods to be or to do, or else avoid the word altogether.—*Shoe and Leather Facts.*

A MODEL NEWSPAPER.

MUNCIE STAR.

The Indianapolis PRESS was one year old Thursday, and appears to be perfectly satisfied with its progress. But one thing can be said of the PRESS—it is a model newspaper. It is occupying a field of its own, without encroaching on the field of any other Indianapolis newspaper.

PERRY LUKENS, JR., Eastern Representative, Tribune Bldg., New York.

ENGRAVING CARTOONS THIRTY YEARS AGO.

A New Orleans business man, who started out in life as a wood-engraver, in New York, has been telling a writer on the New Orleans *Times-Democrat* about the way in which the cartoons that made Nast famous were engraved. The following is a reminiscence, of interest chiefly because the methods of those days contrast so sharply with those of this photo-engraving age:

"In 1872 photo-engraving was in its extreme infancy, and all of Nast's pictures were cut into box-wood by hand. The blocks upon which the pictures were drawn were made up of a number of small sections, mortised together at the edge. Each block could, therefore, be separated into from a dozen to twenty-five or thirty different pieces, and the work of engraving divided among a number of men. I used to receive my section from the foreman, and take it home to cut. He always enjoined me to hurry, and was in a continual cold sweat lest the paper be delayed by some accident to a piece of the block. What my own section contained was purely a matter of chance; sometimes there was a portrait or two on it, and sometimes part of a figure—it was like the 'sliced-up' puzzles, so popular with children. Mr. Nast had a style of drawing very difficult to engrave, and for that reason it was necessary to divide his blocks into as many pieces as possible; otherwise they would never have been finished in time

for the press. His shading was expressed entirely by what artists call 'cross-hatching'—in other words, by parallel lines crossing each other at a sharp angle, and the labor of gouging out the interspaces on a tough block of box-wood was something enormous. Very often the engraving of a section would deviate slightly from the drawing, and the consequence was that the lines wouldn't match when the block was re-assembled. The old prints of Nast's cartoons are full of grotesque blunders of that kind, but, considering the hurry and crudity of method, we did pretty well. A center-page plate was usually engraved in about four days. Its cost was anywhere from five to ten times that of modern work."

AN ENGLISH VIEW.

A newspaper page in which there is no restriction as to blocks or type soon becomes hideous and repellant. It is a case of a shouting crowd, each member of which is trying to shout louder than his neighbor. Contrast a page of this description with a neat drop-letter page, or with one on which there is a definite limit set to the display, as in the case of the *Daily Express* and other London daily papers, and the probability is that the best-designed advertisements printed under these conditions will be more readily distinguished than the heavy-faced or grotesque constructions to be found on the handbill or poster order.—*Newspaper and Poster Advertising.*

FIRST, your advertising must be got ten up right. Then in placing it, give the same attention to the circulation as you do to the estimation of anything else that you buy, before you pay your bills. Business men do not pay for their supplies until they know that they have received what the contract calls for, but many of them pay for advertising without that careful business scrutiny.—*The Medical World.*

At this Office,
10 Spruce St.,
New York,

**THE GEO. P. ROWELL
ADVERTISING AGENCY**

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to : : : :

Receive and Forward Advertisements

at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

THE GENESIS OF "PRINTERS' INK."

It was thirty-four years ago, early in 1867, that the first publication devoted to the promulgation of advertising ideas was started in Boston. At that time, and for some years thereafter, it was called the *Advertisers' Gazette*, and issued monthly. This name, however, is unfamiliar to the younger generation of advertising men, so for their information we'll state at the outset that the ancient *Gazette* still lives and flourishes under the more euphonious appellation of PRINTERS' INK.

The idea of publishing such a paper originated in the always fertile mind of George P. Rowell, and it made its initial appearance under the auspices of Mr. Rowell and Horace Dodd, who constituted the pioneer advertising agency of George P. Rowell & Co., 23 Congress street, Boston. The object of the *Gazette* was twofold: First, to show its readers that there were big profits in advertising; second, to convince them that there were bigger profits in advertising according to George P. Rowell & Co.'s methods. We imagine that the second proposition was considered first in importance by the publishers, our impression being strengthened by the fact that no subscription price was placed on the new periodical, and no subscriptions were asked for. It was mailed under a one-cent stamp to every known advertiser in the country, and to many prospective advertisers, and could be had for the asking.

Mr. Rowell, during his connection with the *Boston Post*, conceived the idea of securing a list of the daily and weekly papers of New England, and offering space therein at less than it would cost an advertiser to deal with the papers individually. He accordingly formed a partnership with Horace Dodd, and proceeded to put his plan into execution. In those days, however, there were many difficulties in the way of placing the advantages of the proposition before prospective clients. The typewriter was practically unknown, and letter-writing was costly and un-

satisfactory. A more economical method of reaching business men was therefore demanded, and to this demand may be traced the causes that led to the starting of the *Advertisers' Gazette*. The list of pages was printed in every number, together with other information relating to the business of the agency, the entire paper being practically an advertisement for George P. Rowell & Co.

The *Advertisers' Gazette* was totally unlike PRINTERS' INK in some respects, and similar to it in others. It consisted of four pages, being about nine by twelve inches in size with four columns to the page. It was edited chiefly by a large and serviceable pair of office shears, in the manipulation of which everybody connected with the concern took part, and the contents, besides the list of papers, was made up of clippings on advertising, selected from various publications. The printing was done by Babb & Stevens.

According to the recollections of George H. Pierce, who was at that time connected with George P. Rowell & Co., and is now manager of J. W. Barber's Boston office, the entire office force took a hand in folding and mailing the first number of the *Gazette*. By the dim light of kerosene lamps, with ink-stained hands and hopeful hearts they labored, and the first advertising journal ever published greeted the world next day.

"To the best of my recollection," says Mr. Pierce, "those who helped to mail that first number were: George P. Rowell, Horace Dodd, Nelson Chesman, B. F. Newton, J. W. Barber and myself. I remember that we stayed after business hours and worked far into the night, having a lunch served at the office. We were all pretty young in those days, and full of enthusiasm."

In the spring of 1867, the partnership of Rowell and Dodd expired by limitation, and the former decided to locate his agency in New York. He had some difficulty in securing a satisfactory office in that city, and even after finding one that he liked at 40 Park Row, he was confronted by an obstacle

in the shape of a lease held by a claim agency for soldiers of the civil war, which occupied the room. But Mr. Rowell wanted this particular office, and wanted it badly; so he gave the claim agency a bonus of \$1,000 to get out, and immediately took possession. Then he moved all his business paraphernalia to New York, and along with him went the *Advertisers' Gazette*. The paper continued unaltered for some years. Its first regular editor was Charles N. Kent, who afterwards became Mr. Rowell's partner, and its second was Isaac Waldron. Finally, it was changed in form and policy, and under the name of **PRINTERS' INK** became famous and lived happily ever after.—*Profitable Advertising, Boston, Mass.*

"PRINTERS' INK BABIES."

The following is a list of those journals devoted to advertising subjects of which **PRINTERS' INK** has record. They are the sort of publications generally known as **PRINTERS' INK** Babies, because all of them came into existence after **PRINTERS' INK** became a conspicuous success, and every one of them is more or less an imitation of **PRINTERS' INK**. Among so many some have died in infancy and others are sickly to a degree, while not a few are so hale and vigorous as to look upon their progenitor as a decrepit specimen—a "left-over" from a bygone age.

Ad Book, San Francisco, Cal.
Adology, Detroit, Mich.
Ads, Louisville, Ky.
Ad Sense, Chicago, Ill.
Ad Topics, Russellville, Ala.
Advertiser and Publisher, New York, N. Y.
Advertisers' Guide, New Market, N. J.
Advertising Experience, Chicago, Ill.
Advertising Man, New York, N. Y.
Advertising Manufacturer, Chicago.
Advertising World, Columbus, O.
Advisor, New York, N. Y.
Ad Writer, St. Louis, Mo.
Agricultural Advertising, Chicago.
American Advertiser, Delhi, N. Y.
American Medical Journalist, St. Louis, Mo.
Art and Advertising Monthly, Melbourne, Australia.
Billboard, Cincinnati, O.
Billposter-Display Advertising, N. Y.
Brains, New York, N. Y.
Canadian Printer and Publisher, Toronto, Ont.
Caston Caveat, Chicago, Ill.
Current Advertising, New York, N. Y.

Commercial Union, New York, N. Y.
Copy Book, New York, N. Y.
Country Editor, Columbia, Mo.
Country Publisher, Carnegie, Pa.
Effective Advertiser, The Carlton Press, London.
Fame, New York, N. Y.
Fourth Estate, New York, N. Y.
Gen'l Information, Binghamton, N. Y.
Hell Box, Denver, Col.
Boyce's Hustler, Chicago, Ill.
Imp, Lincoln, Neb.
Indentors' Guide, Bombay.
Iowa Editor, Perry, Iowa.
Journalist, New York, N. Y.
Kansas Newspaper World, Hiawatha, Kan.
Mail-Order Journal, Chicago, Ill.
Massachusetts Editor, North Adams, Mass.
Merchant, Baldwinville, N. Y.
Michigan Bulletin, Howard City, Mich.
Middleman, Chicago, Ill.
Midland Editor, Hartington, Neb.
National Advertiser, New York, N. Y.
National Printer-Journalist, Chicago.
Nebraska Editor, Beaver City, Neb.
New England Editor, North Adams, Mass.
New England Press, Springfield, Mass.
Newspaperdom, New York, N. Y.
Newspaper Ink, Dallas, Tex.
Newspaper Maker, New York, N. Y.
Newspaper Talk, Carnegie, Pa.
Newspaper Union, Fort Wayne, Ind.
Office and Sanctum, Logansport, Ind.
Newspaper Publisher, Mansfield, O.
Our Silent Partner, Waterville, Me.
Plain Talk, Chicago, Ill.
Pointers, Kansas City, Mo.
Press and Club Bulletin, Temple, Tex.
Press and Printer, Boston, Mass.
Printers' Ink, London Edition.
Profitable Advertising, Boston, Mass.
Profitable Publicity, San Francisco.
Publicity, Pittsburg, Pa.
Publicity, Lowgate, Hull, England.
Publishers' Guide, New York, N. Y.
Rocky Mountain Editor, Denver, Col.
Show Window, Chicago, Ill., and N. Y.
Suggestions, Oakland, Cal.
Texas Press Bulletin, Temple, Texas.
Up-to-Date Distributor, Cleveland, O.
Utah Editor and Printer, Eureka, Utah.
Western Advertiser, Omaha, Neb.
Advertiser, Cleveland, O.
Buckeye and Wolverine Editor, Utica, Mich.
Southern Printer, Hopkinsville, Ky.
Pacific Coast Advertising, Los Angeles, Cal.
Advertisers' Review, London.
Class Advertising, New York, N. Y.
Advertising Success, New York, N. Y.
Texas Publicity, Sulphur Springs, Texas.
Judd's Jolly Jottings, New York.
Tips on Advertising, Chicago, Ill.
Pacific Editor, Stockton, Cal.
White's Sayings, Seattle, Wash.
Rhode Island Advertiser, Providence.
Machinery Advertising, Cleveland, O.
Business Problems, Farmington, Me.
Arnold on Advertising, New York.
Naked Truth, Honolulu, Hawaii.
Practical Advertising, Atlanta, Ga.
"About Ads," Bangor, Me.
Advertising Ideas, Wilmington, Del.
The "Devil to Pay," Springfield, So. Dak.

Magazine Advertising, Boston, Mass.
Woodhouse on Advertising, Trenton, N. J.
Reporter, Chicago, Ill.
Schemer, Alliance, O.
Our Wedge, New York, N. Y.
Inland Printer, Chicago, Ill.
Ad-Age, New Orleans, La.
The Squid, Pathfinder, D. C.
Drops of Ink, Denver, Col.
Publicity by Specialists, New York.
Newspaper Ink, Dallas, Texas.
Information, New York, N. Y.
Newspaper and Poster Advertising, London, Eng.
Suggestions, Cleveland, O.
Country Merchant, New Concord, O.
Chats Among Ourselves, Philadelphia.
Printers' Auxiliary, Omaha, Neb.
Ad-Review, Grand Rapids, Mich.
Harman's Journal, Chicago, Ill.
Requisites, Louisville, Ky.
Typographical Journal, Durban, Natal, Africa.
Advertising Hustler, Bradford, Pa.
Mail Orders, New York, N. Y.
Advertising for Druggists, North Adams, Mass.
The Printer, Wichita, Kan.
Country Advertiser, Grenoble, Pa.
Results, Greenfield, O.
Advertising for the Mail Order Trade, Columbus, O.
Good Advertising, Chas. A. Bates, New York City.

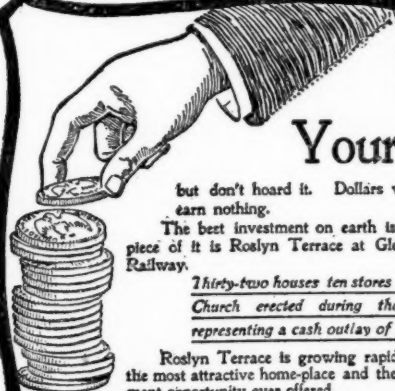
In addition PRINTERS' INK has had and has still dozens and hundreds of imitators both in America and Europe, not devoted to advertising but treating some other subject, about as PRINTERS' INK deals with advertising.

THE RURAL DELIVERY.

Free rural mail delivery, and its probable effect upon newspaper circulations, is a question that the rapid extension of the daily service through the country is forcing upon the publishers just now. That this service is destined soon to come into universal use in this country, there is little room for doubt; and that decided benefit to the metropolitan dailies will accrue therefrom, is easily apparent. But what of the country weekly; will it likewise be benefited? This publication holds steadfastly to the conviction it has voiced on previous occasions, viz.: that the metropolitan newspaper can never in the remotest degree supplant the wisely conducted home weekly. With the daily delivery of mail at the door of every country habitation, the dissemination of daily papers from the city will become more or less general. As a result, the country publisher must perforce adapt himself to the changed conditions. There will be less demand upon him for matter of a foreign or miscellaneous character, but he must redouble his energies in the local field. The bright home paper that keeps in close touch with its constituents and that gives entertainingly every scrap of home and county news, will circulate just as widely and maintain its hold upon the hearts of its community just as surely, though the foreign daily invade every household in its territory.—*Pointers*.

TRUTH IN A NUTSHELL.

Buying the circulation of big, strong mediums costs less per thousand, is worth more per thousand, and has less waste per thousand than the cheap price of smaller mediums can possibly give you.—*Rhode Island Advertiser*.



Pile Up Your Money

but don't hoard it. Dollars when left to themselves earn nothing.

The best investment on earth is a piece of it; the best piece of it is Roslyn Terrace at Glenside, on the Reading Railway.

Thirty-two houses ten stores and a \$10,000 Church erected during the past season, representing a cash outlay of \$220,000.00.

Roslyn Terrace is growing rapidly. Roslyn Terrace is the most attractive home-place and the best and safest investment opportunity ever offered.

Don't you want to know more about it? Write us for FREE railroad tickets (not good for children) and go out and see it.

Broad and Chestnut
WM. T. B. ROBERTS, 410 Land Title Bldg.

FROM PHILADELPHIA.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

San Jose (Cal.) *Mercury* (1).—Is the only paper published every day in the year between San Francisco and Los Angeles. It is distributed daily, before 7 a. m., to nearly every farmer, fruit grower and resident of the beautiful Valley of Santa Clara, the home of the prune, the apricot, the pear, the peach and cherry, and famed as the greatest and most prosperous fruit-producing region in the world.

DELAWARE.

Wilmington (Del.) *Every Evening* (3).—There is no mystery about the circulation of *Every Evening*. It exceeds 9,100 daily and a sworn statement is furnished every advertiser to that effect.

DISTRICT OF COLUMBIA.

Washington (D. C.) *Postmasters' Advocate* (1).—Every nook and corner in the United States is reached by the *Postmasters' Advocate*. All the good features and none of the faults of the agricultural paper and magazine. Is the official organ of 71,000 postmasters of the United States.

ILLINOIS.

Chicago (Ill.) *Western World and American Club Woman* (1).—Has a guaranteed circulation larger than all other woman's club journals combined. "Handsomest monthly published in the West."

INDIANA.

South Bend (Ind.) *Times* (1).—When you want to reach the masses or have a special word for the classes that reside in or near about South Bend, Mishawaka, Osceola, Elkhart, Goshen, there is but one medium by which to do it; that is the *Times*. It circulates among the people.

MAINE.

Augusta (Me.) *American Woman* (1).—To reach the women in the towns, villages and rural districts there is no publication superior to the *American Woman*. It reaches 1,000,000 homes each month. It is not one of the publications which constitute the Vickery & Hill list and its circulation is wholly to different subscribers. Send an order through your advertising agency or write for rates and sample copies to E. H. Brown, 714 Boyce Building, Chicago; C. D. Coleman, 520 Temple Court, New

York, or to the Vickery & Hill Publishing Co., Augusta, Me.

Bangor (Me.) *Weekly Commercial* (1).—Twenty-eight thousand farmers—and their families—reached every week by the *Weekly Commercial, Farmer and Villager*. They are subscribers—they take the paper because they like it—and they pay for it. It is the great agricultural and news weekly of Northern Maine. The family paper of the farmers of Maine. We guarantee over 28,000 circulation. Our rates are low. Send for rates, sample copy and sworn statement of circulation.

MASSACHUSETTS.

Boston (Mass.) *Modern Priscilla* (1).—Is studied by women who do fancy work. Supplies the very best instruction and latest designs for every branch of artistic needlework, and offers helpful suggestions and advice to women who are furnishing homes. For sample copy and advertising rates, address A. B. Barnes, agent, 110 Boylston street, Boston, Mass.

Boston (Mass.) *Youth's Companion* (1).—Is the family paper of the United States of America—has the approval of three generations of readers. The purpose of most advertisers is to reach such homes as the *Youth's Companion* enters week after week. The number of *Youth's Companion* families in each State is shown by a lithographed map—sent free. "How Forty Advertisers Create Business," a book of advertising experience in the *Youth's Companion*, will be sent to any advertiser upon request.

Lawrence (Mass.) *American* (1).—"The Home Paper of Lawrence." The *American* is the oldest and most influential Republican newspaper in Lawrence. It is distinctively a family journal and delivered each day to more homes than any other Lawrence newspaper. Lawrence, Andover, North Andover and Methuen have a population of 80,000.

Springfield (Mass.) *Good Housekeeping* (1).—Is a first-class magazine of cooking and housework—but it is vastly more. Forty thousand is the circulation at present, and it is guaranteed under a sworn statement.

MEXICO.

Mexico City (Mexico) *Modern Mexico* (1).—In addition to its large subscription list, *Modern Mexico* is sold regularly on every train and newsstand in Mexico. No other export paper has this advantage. The American News Agency, of Mexico City, writes: "It may interest you to know that we sell more copies of *Modern Mexico* every month than of any other illustrated publication, either foreign or do-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

mestic." No manufacturer is adequately represented in the Republic unless his advertisement stands in *Modern Mexico*.

MICHIGAN.

Detroit (Mich.) *American Boy* (1).—For direct returns or for general publicity advertising the *American Boy* is a splendid medium, for the reason that it goes into 90,000 of the best homes in America.

MINNESOTA.

Minneapolis (Minn.) *Housekeeper* (1).—Age, character, influence, circulation all combine to make the *Housekeeper* a practical journal for women. The best advertising proposition in the West. 155,000 regular paid subscribers. Sixty cents per line, flat.

Minneapolis (Minn.) *Northwestern Agriculturist* (1).—We give a bond releasing the advertiser from paying us anything if we fail to prove circulation. This circulation is bona fide, paid subscriptions, and all proofs relating to it are cheerfully submitted on request. We carry no dead beat delinquent subscribers on our list; our maximum limit of credit for arrears is one dollar.

NEW BRUNSWICK.

Newcastle (N. B.) *Union Advocate* (2).—Is now the leading weekly in the northern counties of that province. Its circulation has increased rapidly during the last few months and now exceeds that of any of its contemporaries.

NEW JERSEY.

Paterson (N. J.) *Press* (1).—Printed in New Jersey's third largest city, has been 36 years building up a home circulation. Nine-tenths of its output goes into the houses of an intelligent, well-to-do and liberal-buying people. The *Press* has never yielded to the temptation to be yellow. It prizes quality as well as quantity in circulation. The discriminating advertiser, who knows that his announcements in papers which are skimmed and thrown into the gutter are worthless, will appreciate this.

NEW YORK.

New York (N. Y.) *Bookman* (1).—We are prepared to guarantee for the year 1901 a net circulation for *The Bookman* of 32,000 copies.

New York (N. Y.) *Delineator* (1).—It pays to use full-page advertisements in the *Delineator*. Note the increase: In 1899, 33 full-page advertisements. In 1900, 73 full-page advertisements. Increase, this year, 40 full-page advertisements. There is now ordered, before the January issue of the *Delineator* goes to press, 47 full-page advertisements for 1901.

New York (N. Y.) *Scribner's Magazine* (1).—There is no guesswork about advertising in *Scribner's*. Every advertiser in *Scribner's Magazine* knows his audience just as surely as though he could look into their faces or shake them by the hand. He knows that he is reaching an army of buyers who are thoroughly representative of the great shopping contingent of this country. He knows that the readers of his advertisement have confidence in what he says because the publishers of *Scribner's* refuse questionable advertising. He knows that they are interested in the advertising that appears in their chosen magazine. He knows that advertisements in *Scribner's* are carefully arranged so

as to give every advertiser an equal showing. He knows that *Scribner's* has a larger circulation than any other high-grade magazine. Advertising rates, \$250 per page, half and quarter pages pro rata. Discounts, 5 per cent for three months, 10 per cent for six months and 20 per cent on a yearly order.

New York (N. Y.) *World* (1).—Covers Greater New York. More than 200,000 copies sold every morning in Greater New York district. No unsold copies taken back. Larger net circulation in New York City than any two other New York newspapers.

Rochester (N. Y.) *Evening Times* (1).—Had on August 1, 1900, been owned and managed by the Press-News Publishing Co. for eighteen months. It was established in 1887 but had never had behind it the capital, experience, energy and methods to make it more than an indifferent newspaper. In 1899, on March 1, it became the property of the Press-News Publishing Co. At its head are men who have gained experience in one-cent newspaper publication in Buffalo and elsewhere and the result was immediately perceptible in the *Evening Times*. From an indifferent newspaper it became a positive force and a leader in newsgathering until, as attested by letters from the leading business houses, it is a necessity to the advertiser who would cover this field—a trade area with 750,000 people and the *Evening Times* the only one-cent paper in it. It is a trade-puller, and reaches the buyers.

OHIO.

Dayton (Ohio) *Journal* (1).—Is recognized everywhere as the leading newspaper of the handsomest city in the West, and is always included in the list of indispensables by shrewd, wide-awake advertisers who insist upon results. The *Journal* possesses in a marked degree the two important elements of publicity, namely, influence and circulation. That is circulation that counts, and which means the number of papers paid for, and not merely the number printed.

ONTARIO (CAN.).

Toronto (Ont.) *Canadian Military Gazette* (1).—The organ of the Canadian army. Has a wide circulation throughout the Dominion among a class of men whose patronage it would pay many United States manufacturers to make a strong effort to get. This can be done most effectively and economically by advertising in the one paper in the country which they read closely.

Toronto (Ont.) *News* (1).—You can count on one hand the daily papers in Canada which have a circulation of over 40,000 copies daily. There are not more than five at most. The *News* is one of them, and charges less per line than any of them. In fact, the *News* is the least expensive paper in Canada on the basis of circulation.

PENNSYLVANIA.

Philadelphia (Pa.) *Ladies' Home Journal* (1).—920,000 copies of the *Ladies' Home Journal* for December were issued and sold. The advertising rate is six dollars a line, and no combination of other mediums will reach these 920,000 women.

We are again
at the old stand
in the Showalter
Blk. with every
thing for meat
trade. Best of
Meats furnished
right. G. M.



ANOTHER OLD TIMER.

CHICAGO, Ill., Dec. 16, 1900.

Editor of PRINTERS' INK:

I have just seen your issue of the 12th inst., and note the old time cut on page 45. Lest you might think the toiler in question is the only one in the country who is still living in the past, I am inclosing a clipping from the Sabina

News-Record, a country weekly published in Southwestern Ohio. The style, as you will observe, is of the vintage of about 1840 or 1850. If the meats that this butcher has for sale are as old as the style of his ad, they have certainly progressed far toward the gangrenous stage.

Yours truly,

H. C. PENDERY,
205 La Salle St.

"AN ADVERTISED ARTICLE."

ALLIANCE, Ohio, Dec. 19, 1900.

Editor of PRINTERS' INK:

Glancing over the pages of PRINTERS' INK of date Nov. 21, I was interested in the reference to a suitable name for "the article advertised," and immediately the terminology of mathematics suggested what to my mind is about as near as you can get to the desideratum. For instance, we have addend, the number to be added; subtrahend, the number to be subtracted; multiplicand, the number to be multiplied; and dividend, the number to be divided. So, why not have advertised—ad-ver'ti-send—to denote the thing advertised?

Truly yours, B. F. YANNEY.

AT SEA.

Papers printed at sea, once a rarity, are now counted by the dozen. Yet two such productions are worth mentioning—one, the *Norham Mail*, a little four-page sheet printed on green paper, because it is, so far as is known, the only periodical ever edited by a duke. The young Duke of Westminster, on his way back to South Africa on the "*Norham Castle*," thus tried his hand at journalism, and thereby added £7 to the Mansion House fund. The other is the *Transatlantic Times*, printed aboard the American line steamer "*St. Paul*," on November 15, 1899. This tiny sheet contained the first messages by wireless telegraphy ever published on shipboard. Signor Marconi, the inventor of this wonderful system, was aboard, and through him the messages were sent and received while the big steamer steamed un Channel at twenty knots an hour. The first signals were received at 1.50 p. m., while still sixty-six miles from the Needles. The paper sold for four shillings a copy.—*Exchange*.

If some advertising experts were as big as they think they are their tailor bills would Lankrupt them.

IN THE RUSSIAN CAPITALS.

The first thing that attracts your attention in the two capitals themselves is a curious detail. All the shops which offer wares to the people do so, not in words, as with us, but with pictures. The provision-merchant's shop is a veritable picture-gallery of sausages and cheeses and bread and butter and hams and everything eatable. The ironmonger hangs out illustrations of knives and forks and scissors and chisels and foot-rules and the like. The tailor shows paintings of coats and trousers. Why is this? Simply because a majority of potential customers cannot read! I noticed the same thing later in going over barracks. In one large frame, for instance, is a series of "penny dreadful" pictures showing all the duties of a sentry—what the good sentry does if a fire breaks out, if a burglar is seen entering a house, if a citizen is attacked, if a sportsman comes shooting birds near a powder-magazine, and so on. Very few of the soldiers can read, and this is the only way to impart information.—*Henry Norman, in Scribner's Magazine*.

CANARD—ITS JOURNALISTIC MEANING.

The word canard does not only mean the water fowl beloved by gourmets; it also signifies a little lump of sugar dipped in brandy and often taken by the fair sex with their after dinner coffee. Journalistically it implies a bit of pseudo news, which owes more to the imagination than to the sense of veracity of the author. The accounts of the distortion of the original sense of the word into its journalistic meanings are many; one thing is, however, certain. Three centuries and three-quarters ago the news criers of Flanders shouted in the streets, "The canard of the battle of Pavia," where Francois I., at the head of his Frenchmen, was defeated by the Connetable de Bourbon.—*Newspaper Talk, Carnegie, Pa.*

NOTES.

The Mahin Advertising Company has moved its New York office from 253 Broadway to the Cumberland Building, 945 Broadway.

"YAWPS AND OTHER THINGS" is the title selected by Will J. Lampton for his latest book, which is a collection of verses built in a peculiar, perpendicularly elongated fashion, of which the author is the inventor, and by whom it is regarded as the missing link between poetry and prose.

An attempt has been made in the Georgia legislature to give legal advertising to the newspapers having the largest circulation. Mr. John T. Hearn, of the *Carroll Free Press*, of Carrollton, claims to have been the principal factor in bringing the matter almost to a passage. It did not pass, however, during the present session.

"I AM so impressed with the motive power of a strong will, undaunted perseverance, unflinching courage, rugged self respect, high aims, an unperverted judgment and an uncorrupted and incorruptible conscience that I cannot see failure when these are present. Of course, there must underlie all these an honesty that is absolutely impervious to temptation; honor that hates meanness and double dealing and truthfulness that cannot abide a lie. The mental requisites of success which I have mentioned, when not the gifts of God, are within the reach of all by cultivation."—*Grover Cleveland*.

The *American*, a Bohemian daily of Cleveland, Ohio, claims to be the first publication published in that language to issue an anniversary and industrial edition and distribute it gratis to its subscribers. On the first page is an English translation of the contents and on the page following the paper is endorsed by prominent firms in Cleveland as the best Bohemian paper in the city. The remainder of the edition is practically a guide to Cleveland, showing the growth of the city, its population, explaining about its parks and boulevards, railroad stations, suburban electric railways, steamboat service and practically everything that would interest a stranger to the city.

The ad men employed on the weekly newspapers and monthly magazines have for some time been considering the advisability of forming an association for mutual benefit. On Saturday afternoon last a meeting was held at Fleuret's in Fifth avenue to talk the matter over. Those present were: George H. Hazen, Conde Nast, Fred Meyer, James Rodgers, A. E. Bowers, H. D. Wilson, J. R. Mix, L. S. Abbott, E. H. Jewett, William Watt, E. W. Spaulding, John Adams Thayer, Herman Grannis, Curtis P. Brady, Robert Frothingham, R. C. Watson and Richard S. Wood. William Watt presided. After several speeches had been made in favor of the scheme a committee was appointed to draw up a plan for the new organization, which is to be submitted at a meeting to be held December 26.—*Fourth Estate*, Dec. 22, 1900.

NOW THE ADVERTISING CHAIR.

Now it's the advertising chair. It is new—that's about its only virtue.

The advertising chair has made its appearance in the lobby of one of Kansas City's finest hotels—the last one that would be expected to adopt it. The chair is made of solid oak, fitted to the shape of the average man, and is comfortable enough physically, but mentally it is a torture. For attached to the broad arms are plates of glass, beneath which are advertising cards, which thrust themselves to a sitter's notice, whether or not.

Just who invented the advertising chair is not known. He has no reason to be proud.—*Kansas City Journal*.

Keep a certain person in mind when you write your advertisement, and talk to him or her as you write; in that way a certain personality will creep into your advertisement.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the *EVENING POST*, Charleston, S. C.

820 WEEKLY. Send 25 cents for outlined plan. A. MINOLF, Scranton, Pa.

ADS for the *DAILY JOURNAL*, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE *EVENING POST*.

PUBLISHERS—Keep your subscriptions up to date. Simple and practical method. Send for circular. A. J. CHARLES, 164 W. 66th St., Chicago, Ill.

WRITERS WANTED—Cash for news items and original mss. from every place. Send stamp for prospectus. THE GUNSTON, Box P. 1, Hancock, Maryland.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. "JACK THE JINGLE," 10 Spruce St., N. Y.

TRADE PAPER PUBLISHERS—Journalist of wide experience writes original articles, correspondence and interviews. Photos, if desired. Translations from foreign exchanges. WM. C. HIRSCH, Postoffice Box 231, New York.

ORDERS for 5 line advertisement 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WE will pay \$10 for the design for a trademark best adapted to our business. Design must be simple and striking and characteristic of medicinal preparations. Address THE MASSACHUSETTS MEDICAL CO., Box 1140, Boston, Mass.

WANTED—A young man who has had some experience as a writer, designer, constructor of advertisements, illustrated and other. Salary \$20 a week. Employment in New York City. Address, with references, "EARNEST WORKER," office of Printers' Ink, 10 Spruce St., New York.

A CHANCE to learn the linotype and details. Special rates to operators desiring mechanical course. Every branch thoroughly taught; reference, Mergenthaler Linotype Co., New York. Write for catalogue. McRGENTHALER LINOTYPE SCHOOL, 61, G St., N. W., Washington, D. C.

ADVERTISING man, 21, will take charge or assist in advertising, printing or mail order departments. Reliable, good habits and appearance, five years' advertising experience, knowledge of salesman, shipping, bookkeeping and general business matters. Salary moderate. Interviews solicited. "S," Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent rep's, editors & adv's men to publishers. 15 Cedar St., Springfield, Mass.

WANTED—A man to take charge of a composing room. Must be a man of good presence, education and character; a good disciplinarian and have original and up-to-date ideas of display advertising. Must also be able to furnish good references as to character and ability. Address all replies to "C 31," care Printers' Ink.

WANTED—Business manager for a daily newspaper in a city of 30,000 inhabitants. Must have some capital, but capability of first importance. An exceptional opening for the right man, as the business is an established one with a fine plant and a large field for further development. Write, giving experience and references, and state capital free for investment. "OWNER," care Printers' Ink.

WANTED—A thoroughly competent man or woman to act as editor for a family, literary and story paper published monthly. Must be familiar with ins and outs of securing first class serial stories and capable of editing departments such as household, fancy work, puzzle, question box, etc. State experience and salary wanted for part or all of your time. Address ROWELL & NICHOLS, Publishers, 375 Dearborn St., Chicago.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

MAILING MACHINES.

MAILER'S DELIGHT, labeler, '90 pat. #12, REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

COIN CARDS.

83 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

WINES.

HOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N. Y.

SPECIAL REPRESENTATIVE.

H. D. LA COSTE, 34 Park Row, New York, special representative for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or agents everywhere should send for bargain lists leading "want ad" papers. **HUNGERFORD & DARELL AG'Y**, Baltimore, Md.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50 each. Booklet, samples, for stamp. **H. KAHRS**, 240 E. 33d St., N. Y.

MAIL ORDER.

MAIL ORDER ADVERTISING. If you are interested, write for a copy of "Our Silent Partner," which will be sent free upon application. Address **EDITOR, OUR SILENT PARTNER**, Waterville, Maine.

MISCELLANEOUS.

SALESMEN'S CLEARING HOUSE, Chicago; 5,000 travelers, sidewalkers, solicitors throughout continent, registered increasing hourly. Daily Sheet, \$1 mo. Inquiries 10c. each. Uniformed messenger dispatch in Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

ORNAMENTS and initials to give a distinctive style to your booklets and printed advertising matter. Send for illustrations and prices. "Volume X." **KEYSTONE TYPE FOUNDRY**, 734 Sansom St., Philadelphia, Pa.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Dec. 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. illustrated price catalogue free. **S. F. MYERS CO.**, 48-50 Maiden Lane, N. Y.

PENS.

EFFSEY FALCON PENS are made of the finest steel by skilled workmen. Gross \$1. Sample box 10c. **THE PAUL CO.**, Red Bank, N. J.

WE have a special offer for newspaper men wanting fountain pens for their own use or as premiums. **PERRY PEN CO.**, Box 51, Milton, Wis.

NEWSPAPER BARGAINS.

\$2,800 BUYS a good Republican weekly in Ohio. Reasonable terms.
\$1,900 buys a good weekly proposition in Oregon. \$900 or more down.
\$1,900 buys a good Democratic weekly property in Ohio. Reasonable terms.
\$8,000 buys a lively daily proposition in Connecticut; large field. \$5,000 cash required.
\$7,000 buys the best weekly (syndicate) newspaper business in New England. Profits past year over \$5,000 and increasing. \$4,000 or more cash.
\$5,000 buys half interest in the daily business in Iowa. Easy terms to a good newspaper man—and will not sell to any other.

Newspaper owners can secure reliable men for any department in newspapering via **C. F. DAVID**, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADDRESSES.

MAIL order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. **POWNEY & HENRY**, 167 Dearborn St., Chicago, Ill.

TEN MILLION DOLLARS' WORTH OF OLD LETTERS.

Filed away in offices throughout the U S there are probably forty million dollars' worth of letters and postals received in answer to all kinds of newspaper advertising. They are doing no one any good, and as they grow older month to month are depreciating in value. Wide-awake office employees who desire promotion should show interest in their employer's converting his old letters into cash, by directing his attention to this ad, which otherwise he might not see. To any office boy or another person, anywhere, we will send a check for 5 per cent of the amount of any lot of letters we may either buy or sell through his efforts. Simply write us in advance that you will show this ad to your employer or friend (write us his name), and if he subsequently sells us his letters or buys any letters of us, we will pay you 5 per cent cash commission. We pay as high as \$100 per 1,000 for letters, worth as waste paper about five cents. Think of it! We offered a Buffalo, N. Y., advertiser forty thousand dollars cash for 800,000 old letters. The same day we sold him \$4,000 worth. We have just received \$2,000 of a Cincinnati firm's 100 letters, that cost \$60 per 1,000. Have 125,000 State Med. Co., Ft. Wayne, Ind., letters that cost \$50 per 1,000. The Home Electric Belt Co., Chicago, Dec. 15, 1900, sold us \$7,000 at \$50 per 1,000. Any one having letters should state quantity, dates inclusive, and send us copy of the ad that drew the letters. We can then intelligently classify, value and quote best cash offer for them. Mail order firms wanting classified medical agents or any other kind of letters to circularize should state fully their wants to us. Beware of "lists" or copied names. **MEN OF LETTERS**, 506 Broadway, New York.

ADVERTISING NOVELTIES.

BRONZE letter openers. Gun metal finish. Write. H. D. PHELPS, Ansonia, Conn.
\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.
FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed in fac-simile type directly on wrappers. No labels to come off. PRINTERS' INK uses Wallace & Co.'s addressing machine, so does *Cosmopolitan Mag.*, *Butterick Pub. Co.*, *C. E. Ellis Co.*, *Robert Bonner's Sons, Comfort*, *W. B. Conkey Co.*, *Agricultural Epitomist*, *Lincoln, Neb.*, *Freie Presse*, *N. Y.*, *Popular Fashions*, *N. Y.*, *Cheerful Moments*, *N. Y.*, *Modern Stories*, and scores of the large publishers throughout the country.
 WALLACE & CO., 10 Warren St., New York.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.
THE EVENING POST, Charleston, S. C.
THE EVENING POST, Charleston, S. C.
THE EVENING POST, Charleston, S. C.
THE EVENING POST, Charleston, S. C.
THE best advertising medium in Charleston, S. C., is THE EVENING POST.
HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.
THE EVENING POST, of Charleston, S. C., claims the largest local circulation.
THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.
ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.
40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.
BACK-COVERS, printing page, 30,000 circ., \$16.70 13 times, \$180. PATHFINDER, Pathfinder, D. C.
REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.
THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.
SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it. 15 cents a line.
ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 45c. Ad rate, 10c. line. Close 31th.
A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.
THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.
ABOUT seven eighths of the advertising done in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay its correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.
THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

BUSINESS OPPORTUNITIES.

A CHOICE magazine publishing opportunity for party literary tastes wanting safe, promising property. \$5,000 upwards required. Low price. PUBLISHERS' BROKER HARRIS, 150 Nassau St., New York.
DAILY paper in prosperous, growing city near New York. Fine chance to make valuable property. Gross annual business \$2,000. Fair plant, good circulation. \$10,000 to \$15,000 cash necessary. Reference required. EMERSON F. HARRIS, 150 Nassau St., New York.

FOR SALE.

\$6.50. PAIR Puncture-proof Tires, prepaid. ROADSTER TIRE CO., Camden, N. J.
\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. J. L.," care Printers' Ink, 10 Spruce St., N. Y.

FOR SALE—First-class 8 page, 7 col. paper in growing North Montana town. Ideal cylinder press, Gordon jobber, stock of paper, furnished house, two lots, office building, both new, 500 cash paying subscribers. Will clear \$300 per month above expenses; \$3,000 cash takes it. If you haven't got the money don't write. Address THE ENTERPRISE, Malta, Mont.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADVERTISEMENT CONSTRUCTORS.

GEORGE R. CRAW, mail order advertising. Box 502, Cincinnati, Ohio.
SAMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.
ADVICE any business or adv. subject \$5. Trial ads \$1. F. B. WILSON, Kenton, Ohio.
ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 448 W. Main St., Louisville, Ky.
JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.
WRITING medical advertising—10 yrs. training. M. P. GOULD CO., Bennett Bld., N. Y.
ADS that pull. Give us a trial at 50c. each. We place ads too. MOYER'S ADVERTISING AGENCY, Newark Valley, N. Y.
I ATTEND to the whole job—writing, illustrating, engraving, printing, binding, shipping. HOLLIS CORBIN, 238 Broadway, New York.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

I MAKE a specialty of direct advertising. I want work from good firms making reputable products. Good printing does not cost as much in Grand Rapids as in most of the larger cities. A. B. MERRITT, Grand Rapids, Mich.

RESULTS!—That is what I always aim at and my customers often wonder at the accuracy of my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I cannot hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

PAN-AMERICAN

BUFFALO,



**Horticulture, Graphic Arts and Mines—Pan-American
Exposition.**

This group of three buildings, to be devoted to the exhibits of horticulture, graphic arts and mines, stands at western end of the Esplanade, forming a semicircular court on their eastern side. They are connected by conservatories in which will be rare exhibits of hot-house plants. The artistic beauty of the buildings comports well with that of their splendid neighbors, the Temple of Music and the Machinery and Transportation Building. The sunken gardens, with their rich arrangement of fountains and flowers, on the eastern side, and the Grand Canal on the south and west complete the very beautiful vista which shall please the eye of the visitor in this part of the Exposition.

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We control the advertising in all es c

GEO. KISM

378 MAIN STREET,

TELEPHONE 18

AN EXPOSITION,

FAO, 1901.

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Stadium—Pan-American Exposition.

In the Stadium will be seats for 12,000 people. It contains a quarter mile racing track and ample space for all the popular athletic games. Here also will be the display of live-stock, automobiles and other road vehicles, farm and road machinery in motion. The large space beneath the seats will be used for exhibits.

all es of the International Traction Co.

ISM & CO.,

BUFFALO, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional. If granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising
and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUD-
GATE HILL, E. C.

NEW YORK, JAN. 2, 1901.

ADVERTISING criticism is rarely worth much. The critic usually makes his deductions without knowledge of the people for whom the announcements are intended.

THE excellence of the Indianapolis papers and their wide distribution throughout the State explains the comparatively small issues of Indiana dailies published in the smaller cities.

ADVERTISING agencies have not as a rule made any effort to indicate why a particular agency should be preferred as against all others. The following from the Frank Presbrey Company, of New York, may signify the beginning of a new era in this line:

Good service and up-to-date ideas.
Not bargain counter competition.

ERNEST T. HARGRAVE, formerly president of the Theosophical Society, has a plan for enlisting the sympathies of the British public on behalf of the Boers. He claims that the government has all along misrepresented the Boers, their character and their achievements during the war, and his idea is to advertise the truth to the English people in the British papers and to let them know that the sentiments of the American public are decidedly pro-Boer. Suppose the British newspapers decline such advertisements?

HOLLIDAY & RICHARDS appear to have achieved the impossible at Indianapolis, having started a new paper and made its first year a success. A squarer publisher than Major Richards has never stood behind the counter in a newspaper office.

THIS is the first issue of *PRINTERS' INK* in the twentieth century. May the Little Schoolmaster be able to record, in its succeeding numbers, still nobler ambitions and finer achievements in the advertising field, and be a modest though successful factor in not only keeping the art and business of advertising up to that high standard of accomplishment which the era just closed has witnessed, but aid it to climb still greater heights of attainment!

THE Board of Trade of Plainfield, N. J., at a recent meeting, broached the subject of advertising the city as a place of residence for New York and Brooklyn business men. The city council was asked to appropriate the sum of \$1,500 with which to advertise the advantages of Plainfield in the New York and Brooklyn papers. If the amount be granted, it will immediately be doubled by popular subscription among Plainfield business men. It is said that a State law exists which empowers a city to appropriate money for self-advertisement.

A DECIDED curiosity is issued by the publishers of *Forest and Stream* in the shape of a 12x8 inch reproduction of a large sheet of used stamps, which have been cut from letters comprising "the *Forest and Stream's* mail during 1899." The sheet shows the postmarks of almost every known country, and for that reason it is likely to be kept and studied. The reverse of the sheet is an argument to accompany the reproduction—a bid for advertising of goods that are in demand abroad. There is also published a reproduction of a postal card sent from India to a New York address where the paper was published twenty-two years ago, which proves that even after that length of time a back number was being read.

GEORGE P. ROWELL, one of the largest newspaper advertising agents in the world, announces to-day that he will sell out his business if a satisfactory purchaser can be found.

This business consists of the trade paper called PRINTERS' INK, the American Newspaper Directory and the George P. Rowell Advertising Agency.

When seen by an *Evening World* reporter to-day, Mr. Rowell said:

"I am getting to an age when I desire to take life more easily. This business is one of detail and requires close attention. If the proper person could be found I should be glad to relinquish in his favor. It is not so much a question of how much money I can get as to find a proper person to take charge of the business.

"Eight years ago I incorporated my advertising agency, selling the stock to some of my employees. They had little money, but I gave them all the credit they desired. At first it all went along nicely. In four years they divided one hundred and seventy-four per cent on their capital and paid up what they owed for their stock. Then they thought they would not work so hard, and soon they began to get behind. Later they owed more money than they could pay.

"I was not liable, but the company bore my name, and in order to protect that I assumed the obligations and took back the business."

Mr. Rowell is about to issue his thirty-third newspaper directory. When he started it he had a list of 3,500 newspapers in the United States. In the last issue there were 20,806. He has noted wonderful changes in the growth and development of the daily metropolitan newspaper.—*New York Evening World*, Dec. 20, 1900.

What would most gratify Mr. Rowell would be to find some one competent to continue the business and increase it. To such a person he would relinquish the control, assuming existing obligations, and give the buyer an opportunity to pay the major part of the purchase price out of profits that shall accrue. He will insist, however, that when the transaction is complete and all obligations squarely met, the business shall thereafter be conducted in the name of the new proprietor. Failing to find a suitable party, Mr. Rowell expresses an intention to again assume the personal conduct of the advertising agency which he practically gave up twenty years ago, at a time when his was by all odds the largest and best institution of its kind in the United States.

The advertising agency was established by Mr. Rowell in 1865. He was then twenty-six years of age. The American Newspaper Directory first appeared in 1869

and in it was the first effort ever made to rate newspaper circulation. PRINTERS' INK, a journal for advertisers, was established in 1888 and within its twelve years of life has had more than two hundred imitators, of which nearly half are still published.

THE Philadelphia *Record* issues a statement of circulation for November, 1900, printing at the same time the figures for November of the previous year. The average daily issue for November, 1899, was 186,286, and for November, 1900, was 187,361; for Sundays of the month in 1899 was 147,676; in 1900, 159,191. A steady increase of circulation is shown by these figures: not as sensational, perhaps, as in the case of newspapers printing only "high water marks," but indicative, certainly, of a constantly growing appreciation of merit in a city where this newspaper already holds first position in regard to size of output.

THE common council of the city of Watertown, N. Y., has adopted an ordinance at a recent meeting which pertains to billposting and distributing. It provides that billposters and distributors in the city limits must have a license, which will be granted on the first of May in each year, and that the charges of those so licensed shall be three cents a sheet; for distributing pamphlets, books or almanacs, \$1.75 per thousand, for distributing bills, circulars or notices, \$1.50 per thousand. Licenses may be revoked for cause, at any time, and, under penalty of a fine of ten dollars, "no person shall scatter, in street, square or place in this city, advertisements of any kind, nor place any advertisement upon any sidewalk, telephone, telegraph or other pole supporting electric wires, or upon any lamp-post, tree, hydrant, public building or billboard erected or designated for legal notices, and no person shall place any advertisement upon any building, fence or other structure, without the consent of the owner thereof, or erect in this city any billboard exceeding six feet in height, without obtaining permission from the common council."

THE successful advertiser pays as much attention to following replies as he does to getting them.

ON Dec. 13th the Indianapolis (Ind.) *Press* celebrated its first birthday. Like Minerva of old, this daily appeared to be full-grown at birth—a complete modern newspaper. Advertisers were quick to appreciate that a new and withal excellent medium had arisen, hence their steady stream toward its columns—one which, though large at present, is probably only the earnest of a richer future.

DUE TO ADVERTISING.

The Philadelphia *Record* of December 16 prints a communication which it receives from a Germantown subscriber, which illustrates how advertising has modified the methods of shopping. The following paragraphs will indicate the differences involved:

I think the general public receive as much benefit from advertisers of wares as do the advertisers themselves. For instance, I might cite my own experience to-day. I am a man, with a family of four children, three boys and a girl. My wife told me the other day that my boys would need new clothes for the winter. This morning at breakfast my wife looked over the advertisements in the *Record* and finally made her selection. She cut the ad out, and asked me if I would not take the boys down to rig them out, and go to ———. At 8.30 a. m. I jumped on the car with the boys. At 9 o'clock I was at the store in question; by 9.30 I had bought three suits of clothes, three overcoats, six suits of heavy underwear, three pairs of gloves, a pair of shoes for my wife and a roll of matting, and was back home again at 10.45 a. m. ready to go back to my daily business. Now, I could not have accomplished all these purchases had it not been for that ad. That advertisement enabled my wife and myself to make our decisions before we left the breakfast table, and thus I was able to go right to the spot without having to waste a day in "looking around." When I was a boy and wanted new clothes, at that day people didn't advertise so extensively as now, my mother would take me to the city, and it would take a whole day. We would go on a "store window spree," and the window that offered the best and cheapest wares would probably get the trade. But oh, my! it was an awful job—first at this store, then at that, then at some place else. There would be the "store barkers" begging and imploring you and offering all kinds of inducements, and we would finally get through some time in the afternoon and get home faded and tired out.

IN SELF DEFENSE.

After giving the matter some study and ascertaining the practice of our most reputable contemporaries, we have decided to cease paying commissions to advertising agencies. If the paper declines to allow him any commission—and the best trade papers now do refuse to pay this tribute—is he likely to commend such a paper, since he would be working for it for nothing? This question has only to be thought out in all its bearings to enable the discerning advertiser to come to his own conclusions. These remarks have no reference to the man who is paid especially by the advertiser to look after his own advertising. Within the past month we have had several letters from New York advertising agencies, stating that they had been authorized by clients to place contracts with a good Canadian trade paper, and that the business might be put in the *Canadian Engineer*, if our "prices are right." We have uniform rates for all business announcements, and from these rates there is no discount, except that of five per cent, where the advertiser pays for the year in advance; and no commission is now allowed to advertising agencies. We shall be pleased to do business with any reputable firm, except patent medicine people and firms that have no connection with the engineering trades—such advertisers we do not want at any price—but the business must be done direct with the *Canadian Engineer*, or its own traveling representative.—*Canadian Engineer*.

As a rule the advertising agent finds himself unable to advise a patron to use a trade paper at the price demanded for its space. He can usually give a better service for less money. Consequently the agent is likely to send an advertisement to a trade paper only when a customer insists. On this account the trade paper is fairly justified in refusing the agent a commission. As a matter of policy, however, most of the better trade papers find it advisable to allow a moderate commission to the leading general agents, because doing so facilitates business and does away with considerable friction and argument.

THE name of the adwriter signed to a business announcement gives to the advertisement a certain artificiality that detracts greatly from its force. The announcement is supposed to be what the advertiser wishes to tell the reader, and care should be taken that this impression remains. The name of the adwriter eliminates a certain directness which should be conserved under all circumstances.

REVISED TRADE-MARK
LEGISLATION.

The United States is accorded the distinction of having one of the best patent systems in existence, but when it comes to the matter of our trade-mark laws, it must be admitted that they are old-fashioned, loosely constructed and inadequate for the protection of valuable business interests.

About two years ago Congress appointed a commission to look into the matter and revise the trade-mark and patent laws of the nation. The commission has just made its report, and while very little is found in the way of necessary revision in the patent laws, it has become necessary, as indicated in their report, to practically rewrite the present law bearing upon trade-mark registration. The present system of trade-mark protection in this country is based upon the common law principle, that whatever a man can prove to have been his own without dispute for a stated term of years, belongs to him, and is his property provided he can show priority. The recommendation of the commission provides for the reduction in the registration fee from \$25 to \$10, and a much more simple procedure in effecting the registration than is required at present.

Two members of the committee are in favor of making ownership of trade-marks conditional upon registration, and provide for this fully in their draft of the bill. The third member of the commission, while agreeing, in the main, to all the other matters, objects to this point as being in many instances unjust. This member of the committee, Mr. Greely, states that in his opinion registration should afford the claimant a remedy for infringement not now given by common law, but should not, in itself, determine ownership.

To illustrate: Here is a firm which for many years has used a well-known trade-mark, but through neglect or some other reason has not taken the precaution to register it. A competitor comes into the field and either knowingly

or unknowingly selects the same trade-mark, forwards it to Washington and secures the official registration required by law. Under the operation of the new law, should it go into effect, the first man who registers the trade-mark has the right to its use. It is the same principle which applies in obtaining a patent. Priority of use or proof of ownership in such a case would not weigh against priority of registration.

In taking this stand, we believe the minority member should have the support of the business community, for in this way will all the advantages of the common law usage be preserved, with the additional remedies to be obtained through the new system of registration. It will be well for manufacturers, importers and others who are particularly affected by this bill, to interest themselves definitely in the measure before it becomes a law.—*Buyer.*

DAILY NEWSPAPERS IN
HONOLULU, HAWAII.

Three daily newspapers in Honolulu are credited in the American Newspaper Directory with printing an average issue of over one thousand copies. They are the *Evening Bulletin*, the *Pacific Commercial Advertiser* and the *Hawaiian Star*. The *Bulletin* claims to be the oldest daily paper in the Hawaiian Islands with a yearly average output of 2,500, but fails to make a detailed report of its issues. The *Pacific Commercial Advertiser* claims as high as 3,000 circulation, but not in such a form as would warrant a Directory rating higher than I, which means exceeding one thousand yearly average issue. The *Hawaiian Star* claims a daily issue of 1,500, which probably would be a high estimate of its yearly average output.

There are two other daily papers in Honolulu, the *Independent*, an evening paper, and *Ke Aloha Aina*, a morning paper published in the Hawaiian language. The average issue of neither of those is supposed to exceed a thousand copies, which is the advertiser's unit of value.

HALF-TONES.

✓ SOME POINTS OF INTEREST TO ADVERTISERS AND PRINTERS.

Many business men do not properly understand the making and use of half-tone cuts for advertising purposes. The following points have been prepared for the benefit of those who care to be better informed about this matter:

It is possible, frequently, to materially improve photographs sent in for half-tones, by painting and retouching. This is done in the art department. Figures can be strengthened, backgrounds changed to give contrast, obstructions removed, signs painted in, effects heightened or subdued. Photographs that it is necessary to thus alter should be something larger than the cut to be made from them. Changes made on them are thus less apparent when they are reduced to the required size. Work of this kind is charged extra for the time put on it.

It is impossible to get photographs for many subjects it is desirable to illustrate by half-tone process. Wash drawings are made to take the place of the photograph. A smooth finish drawing paper is used, and the design is worked up in sepia to look as much like a photograph as possible. To obliterate all brush marks, the design is made two or three times as large as it is intended to have the finished cut. In the reduction, all the imperfections are lost.

Photographs and wash drawings are frequently worked in combination. It is the usual method employed in handling groups. The photographs are arranged on a background, and decorations, lettering, etc., are put around them on the background, and a half-tone made of the whole.

The engraver gets a good deal of criticism that should go elsewhere. Fine half-tones must be printed on good paper, to get good results, and they must have good press work. Don't get fine half-tones for a book or catalogue, unless you use good paper and pay for having the printing properly done. If the job is a fine one, use enamel paper, or at any rate, sized and super calendered stock, and

go to a printer who has good workmen, good machinery, and takes a pride in his work. If these facilities are not at hand, get coarse half-tones, line etchings or woodcuts instead of fine half-tones.

Vignetting means the cutting away and softening the edges of a half-tone. Material improvement and beautiful effects are possible from vignetting on many subjects. The work is done by hand with a tool after the cut is otherwise finished. The time required in doing it is an added expense to the otherwise price of a square finished cut. A sharp vignette is where all background is cut away. This is used on portraits and machinery to make the subjects stand out in high relief. Soft vignettes are where portions of the background are left on and the edges softened off. Vignettes are more difficult to print with good effect than square finished half-tones, and should only be ordered where they will have careful attention in printing.

Half-tones can, in many cases, be materially improved by hand tooling, after the cut is finished in other respects. The cut goes to an expert workman, who goes over it as he would a wood-cut and lines up portions of it to make it lighter, or burnishes other portions of it to make it darker. The effect is something like a wood-cut. The method is largely used in current magazine illustration and is largely responsible for the popularity of half-tones for the higher grades of illustration. Hand tooling and vignetting are largely employed, also, in fine catalogue illustrations. All the work of this character adds to the cost of a half-tone, whatever the time in doing it represents.—*Advertising World*.

AN ESSENTIAL INGREDIENT.

There is no faultless formula for compounding an effective ad, but there is an ingredient that must saturate all the rest, and that is truth. That hydra-headed beast, the Public, may be fooled once or twice, but about the third time the wolf will get the dishonest joker.—*New England Grocer*.

PERHAPS TRUE.

The large advertisement inspires confidence because it indicates the advertiser's faith in the fact that he has something worth advertising largely.—*Advertiser*.

THE FIFTH SUGAR BOWL.

The award of a solid silver sugar bowl to the publication giving advertisers the best service in proportion to the price charged has, within recent years, become a popular feature in PRINTERS' INK. Up to date four silver sugar bowls have been awarded, the Kansas City *Star* carrying off the first in February, 1899, for the territory west of Chicago, the Los Angeles *Times* the second for the newspapers south of a line drawn from San Francisco to the Atlantic through St. Louis, Cincinnati and Philadelphia, the Philadelphia *Record* the third for the territory east of Chicago, and the Chicago *News* the fourth for the entire United States. It now devolves upon the Little Schoolmaster to adjudge the Fifth Sugar Bowl, which was announced to be awarded to that weekly paper which, all things considered, is believed to give an advertiser a better service in proportion to the price charged than may be obtained from any other weekly issued in the United States. In deciding the winner of this most desirable trophy, it will be interesting to take a birdseye view of the various rivals that have appeared during the time the competition "held the boards."

Among the first to put in a claim was the Lincoln (Neb.) *Freie Presse*, a German newspaper that enjoys a circulation in excess of 100,000 and charges a rate of twenty-five cents a line. Next came the Washington (D. C.) *Pathfinder*, whose rate of one-third of a cent per line per thousand of circulation, without any great qualifications of "quality," put it practically out of the question. *Collier's Weekly* at one time appeared to enjoy a good chance, but an increase of the rate put it behind. The *Commercial Appeal*, of Memphis, with a charge of one-third of a cent per line, also made an effort to carry off the guerdon. The Bangor (Me.) *Commercial*, in PRINTERS' INK of July 4, gave an excellent showing, indicating that it was not exceeded, in its view, either in quality or quantity of circulation for the price. Later

the claims of the *Ram's Horn*, of Chicago, seemed to show it a possible winner with a rate of .0044 for each line per thousand of circulation. The *Christian Herald*, with a .0037 charge for the same service, appeared to be still a step nearer. The Kansas City *Journal*, with one-third of a cent per line for each thousand output, was also put forward. The *National Tribune*, with a similar charge for the same service, has also made its appearance on the Fifth Sugar Bowl battlefield.

In the entire field of the competition the Bangor *Weekly Commercial* charges the lowest rate per thousand of circulation, and it possesses, in addition, as high a quality of readers as any of the others—circulation that is paid for and appreciated, and that thoroughly covers the northern and eastern Maine towns, going to the best families therein. In the matter of rate per line per thousand of output, the nearest rival to the Bangor paper is the Lincoln *Freie Presse*, with a rate practically the same, though a tithe higher. The *Freie Presse* being in a foreign language makes it slightly less desirable than its Yankee antagonist.

In view of all the circumstances and arguments put forward, the Fifth Sugar Bowl is likely to be awarded to the Bangor *Weekly Commercial*, as the weekly paper which gives an advertiser a better service in proportion to the price charged than may be obtained from any other weekly in the United States. Weeklies are played out, anyway, but they are still numerous, and to rank among the best from an advertiser's standpoint is something to be very proud of. What shall be said, then, of the worth of being accorded positively the first place in a great army of fifteen thousand rivals?

NOT AN EXPERIMENT.

Newspaper advertising is not an experiment in any sense of the word. It is a common sense business transaction. Returns the first week or the first month are not always encouraging, but it is the sticking at it that brings success.—*Hancock (N. Y.) Herald*.

Boil down your advertisements, but don't boil out any material part.

VAGARIES OF THE RATE CARD.

The New York Times has recently revised its rate card for classified advertising as appears below. Commissions to agents on classified advertising for the want page are fifteen per cent, with a minimum commission of 10 cents for each advertisement. It will be noted

1.—That the rate for situations is 5 cents per line. The rate for all other classifications on the want page is 10 cents per line, while some other kinds are charged 20, 25, 30, 40, 45 and even as high as 75 cents a line.

2.—Double price is charged for an advertisement to go on the want page if not set solidly in agate type.

3.—An advertisement ordered to appear under another classification than the one to which it properly belongs will be charged at the rate of the higher classification, or at the general advertising rate of paper when rate of classification to which the advertisement belongs is lower than the general advertising rate. For instance, instruction advertisement under help wanted must pay the general advertising rate on entire advertisement. Personal advertisements under help wanted must pay the personal rate.

1 Amusements,	45	50	S
2 *Auction Sales,	10		
3 Agents Wanted,	10		
4 Astrology,			
5 Art Sales,			
6 Business Personals,			
7 *Boarders Wanted,	10		
8 *Board Wanted Country,	10		
9 *Board and Lodging Wanted,	10		
10 *Business Opportunities,	10		
11 Bicycles,	20		
12 Billiards,	—		
13 *Boarders wanted in Private Families,	10		
14 Banking, etc., follow money articles,	75		
15 Births (entire notice),	1	00	
16 Bus. Notices, bnf. Marriages & Deaths,	75		
17 Board Agencies,	—		
18 Cemeteries,	50		
19 *Country Board,	10		
20 *Country Board Wanted,	10		
21 Copartnerships,	40		
22 Clothing,	—		
23 Colleges and Schools,	20		
24 Castoff Clothing,	—		
25 Clairvoyance,	—		
26 Death Notices (entire notice),	1	00	
27 Death Notices from Lodges & Societies,	70		
28 Dry Goods,	30		
29 *Dogs, Birds, etc.,	10		
30 *Dancing Academies,	10		
31 *Dwelling Houses to let, Furnished,	10		
32 *Dwelling Houses to let, Unfurnished,	10		
33 *Dentistry,	10		
34 Engagements (entire notice),	1	00	
35 Excursions,	25		
36 Europe,	30		
37 Excursion Steamers,	25		
38 Educational,	20		
39 European Advertisements,	30		
40 Employment Agencies,	—		
41 Express Business,	—		
42 *Flats & Apartments to let, Furnished,	10		
43 " " " " Unfurn'd,	10		
44 " " " " wntd, Furnished,	10		
45 " " " " Unfurn'd,	10		
46 *For Sale,	10		
47 French Advertisements,	30		
48 Furniture, Carpets, etc.,	30		
49 Financial, f.,	40		
50 Foreign Reports,	—		
51 *Good-will and Interest for Sale,	10		
52 General Advertising,	30		
53 Hotels and Restaurants,	20		
54 *Horses and Carriages,	10		

55 *Houses, Rooms & Places of Bus. wtd,	10
56 *Houses Wanted, Country,	10
57 *Help Wanted, Male,	10
58 *Help Wanted, Female,	10
59 Hotels in the Country,	20
60 Hotels,	20
61 Instruction,	20
62 Insurance Companies,	—
63 *Lost and Found,	10
64 Lawyers and Notaries Public,	—
65 Loans,	20
66 Lectures,	30
67 Legal Notices,	10
68 Lodges and Societies,	—
69 Marriages (entire notice),	1
70 Machinery,	10
71 *Musical,	10
72 *Millinery and Dressmaking,	10
73 Medical,	—
74 Mortgages,	—
75 Meetings and Elections,	40
76 Musical Instruments,	—
77 Miscellaneous Wants and Offers,	—
78 Matrimonial,	—
79 New Publications,	30
80 Newspapers,	30
81 Notices,	10
82 Ocean Steamships,	25
83 Personal,	40
84 *Pianofortes, Organs, etc.,	—
85 Patents,	10
86 Publications,	30
87 *Purchase and Exchange,	10
88 Pawnbrokers' Sales,	—
89 Public Notices,	40
90 Proposals,	40
91 Professional,	—
92 *Professional Situation Wanted,	5
93 *Rooms to Let, Furnished,	10
94 " " " " Unfurnished,	10
95 " " " " Wanted, Furnished,	10
96 " " " " Unfurnished,	10
97 *Real Estate for Sale,	10
98 " " " " to Exchange,	10
99 " " " " Wanted,	10
100 " " " " Out of City,	10
101 " " " " at Auction,	10
102 Religious Notices,	15
103 Rewards,	25
104 Railroads,	20
105 Removals,	20
106 Sporting Resorts,	60
107 Summer Resorts,	30
108 Special Notices,	1
109 *Situations Wanted, Male,	5
110 " " " " Female,	5
111 *Storage,	10
112 Sportsman's Goods,	30
113 Steamboats,	25
114 Travelers' Guide,	—
115 *To Let for Business Purposes,	20
116 Teachers,	—
117 Teachers' Agencies,	—
118 Trusses and Bandages,	—
119 Typewriters,	—
120 To Exchange,	—
121 Turf,	50
122 Undertakers,	—
123 *Wanted to Purchase or Exchange,	10
124 Winter Resorts,	—
125 Watches, Jewelry, etc.,	—
126 *Yachts, etc.,	10

*Double price charged if not set solidly in agate type.

f No advertisement is taken for less than the price of 2 lines.

Bankers and brokers' cards have a discount of 25 per cent for 10-line cards 3 times a week for 1 year.

The general advertising rate of the Times is 30 cents a line. The theory of cheaper prices for classified advertisements is that they partake largely of the character of news items.

TWO DEFINITIONS.

Some men simply put their money into any old kind of advertising and trust to luck for the rest. That's gambling. Others make a reasonable appropriation and then buy the kind of advertising best suited to their needs. That's business.—Michigan Tradesman.

THE BILLPOSTER.

He is a knight of brush and paste,
His work is mostly done in haste,
And, like the bankrupts, great and small,
His business off "goes to the wall."
Although for insults he is dense,
He is not slow to "take a fence";
His posters "look down" on the crowd,
But, though "stuck up," they are not proud.

His bills are "settled" every day
That heavy rain storms come their way,
And though with drink he has not sinned,

He's often "three sheets in the wind."
His paste produces him the dough,
And he "puts up" for many a show;
Like many a merchant in the land,
He plys his trade at the old "stand."

He does not quit work in despair,
For he's a "sticker" everywhere;
Although the baker "uffs up" paste,
He pastes up "puffs" without much waste.

He "bills" the posts and posts the bills,
On barns and houses, rocks and hills,
And, like the miser, sly and slick,
He "covers up his hoardings" quick.

JOHN S. GREY.

FROM THE COMMON PEOPLE.

If you will glance over the medicinal and proprietary article advertising in the magazines and newspapers you will see that the celebrities who used to sing the praises of this or that remedy have given way to factory firemen, railroad engineers and humble clerks. Letters of this sort are vastly more convincing—they cost nothing to get, and the average man feels at liberty to write to the signers for further particulars. Generally the firm makes arrangements to defray the cost of such correspondence, but beyond that there is no expense. It is a great mistake, by the way, to suppose that most patent medicine testimonials are fakes. So many people are willing and anxious to see themselves in print that there is no reason why any house should fabricate its indorsements. They are secured, as a rule, by an agent, who is selected especially for his tact and suavity, and who makes a tour of the small towns where the medicine has been placed on sale. He gets the names of purchasers from the druggists and tries to learn which, if any, have made favorable comments on the remedy.—*N. Y. Commercial.*

A COMMON FAULT.

One of the strangest things about advertising is that a great many seem to think that the beginner must learn a new tongue, acquire a new order of speech, as though he were entering Siberia instead of the homes of his fellow countrymen. Look through the back of a magazine and note the effect of this impression. You will find a hundred attempts at cleverness, ranging from the wholly successful to the pitiable. You will find a collection of verbal freaks which their perpetrators would never dream of using in conversation, but which they feel complacently proud of in their advertisements.—*Our Wedge.*

THE FIRST QUALITY.

The first quality in an advertisement should be its power to induce the reader to desire to possess the article advertised. Artistic display, position, illustration are all secondary to the forcefulness of the argument used. They are valuable in so far as they serve to attract attention to the advertisement, and thus insure a large number of readers. But the vital question to be asked as the finished advertisement is contemplated is not "Does it look nice?" not "Is it grammatical?" but "Will it sell goods?" Having settled the latter question in the affirmative, it is well enough to consider the others, and improve the ad if possible in those respects.—*Advertisers' Review.*

NUMBER OF NEWSPAPERS.

The records show that 68 per cent of all the newspapers published in the world are in the English language. Of the more than fifty thousand newspapers published the United States and Canada issue 21,000; Great Britain, 8,000; Germany, 6,000; France, 4,200; Japan, 2,000; Italy, 1,500; Austro-Hungary, 1,200; Spain, 1,000; Austria, 800; Russia, 800; Greece, 600; Switzerland, 450; Holland, 300; Belgium, 300, and other countries about 2,000.—*Newspaper Talk.*

MONOSYLLABLES.

The man who uses the plainest and simplest language is invariably the best writer. No person can ever become a great journalist or contributor to magazines who uses long words. The ability to write monosyllables is a rare gift. The pronounced success of many advertisements is due entirely to the fact that they can be easily read and understood by those who have only the rudiments of an education.—*The Billboard.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. \$50,000 at 40 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

WE are so well satisfied with our ad in this column for the past year that we will try it again. It has got as a special agent, for one thing—S. B. Vreeland, 120 Nassau St., New York—who gets us contracts. He's a good one—see him. **COURIER-GAZETTE**, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DEBBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unswerving judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK, 10 Spruce St., New York.**

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that **RIPANS** will not benefit. Send 5 cents to **Ripans Chemical Co.**, New York, for 10 samples and 1,000 testimonials.

Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and booklets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.

I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Try me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Ten Dollars a Thousand."

WM. JOHNSTON,
MANAGER **PRINTERS' INK PRESS,**
10 SPRUCE STREET, NEW YORK.

THE FARM-POULTRY HAS

the largest list of cash paid in advance subscribers in all that territory embraced in New York, New Jersey, Pennsylvania and the six New England States. No other paper devoted to the Live Stock interests nearly equals it. When a man is compelled to buy and pay cash for a paper he appreciates it and its teachings—has faith in it.

FARM POULTRY pays the advertiser for that reason among others. Send for a copy and see the kind of company you would have if you advertise in it.

I. S. JOHNSON & CO.
22 Custom House Street,
BOSTON, - MASS.

The Northwest Is A Great Country.

The Northwest

MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory **The Northwest Magazine** has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

Montgomery, Ala., 40,000

(CITY AND SUBURBS.)

The Journal

Only
Afternoon
Paper

Every reader of PRINTERS' INK should
have one of THE PATRIOT'S

Handsome **"American Beauty"** Calendars.
1901.

'Twill prove both useful and ornamental for the office or the home.
Sent postage paid to any part of the U. S. on receipt of four (4) two-cent stamps. Order now, as the supply is limited.

THE PATRIOT CO. (Art Department),
Harrisburg, Pa.

THE BAPTIST :: :: COMMONWEALTH

A Modern, Up-to-date, Religious Journal.

Now in its Eleventh Volume. It
has absorbed several of its most
worthy competitors, until it stands
at the head in its field. It is pro-
gressive, aggressive, well edited,
and just the sort of a paper that
appeals to home and family. ❀ ❀

ITS TERRITORY.

Pennsylvania,	110,000	Baptists.
Connecticut,	26,000	"
New Jersey,	55,000	"
Maryland,	16,000	"
Delaware,	2,100	"

NOTE.

Philadelphia has 38,000 Baptists
and 100 Baptist Churches.

For advertising rates, sample copies, etc., address

THE BAPTIST COMMONWEALTH,
1420 CHESTNUT STREET, PHILADELPHIA.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

Five Good Reasons For Advertising in

THE SCRANTON TRUTH

FIRST—The Presidential election has resulted in a victory for Prosperity.

SECOND—The great mine strike has been settled satisfactorily, with a ten per cent advance. Fred. Dlicher, of the United Mine Workers, says this means \$1,000,000 a year increase in the amount of wages paid to the miners.

THIRD—The United States census gives Scranton a population of over 102,000, and places it in the same class of Pennsylvania cities as Pittsburgh.

FOURTH—THE SCRANTON TRUTH has the largest bona fide daily circulation in Pennsylvania, outside Pittsburgh and

Philadelphia, and most of its circulation is delivered at the homes of regular subscribers.

FIFTH—Scranton is the metropolis of the Anthracite region, and the chief city of Northeastern Pennsylvania, and THE SCRANTON TRUTH is its favorite newspaper.

We could give many other good reasons for advertising in THE SCRANTON TRUTH, but we are too busy, just now, and we know the enterprising advertiser is too busy to read long statements when Prosperity is knocking at the door.

THE SCRANTON TRUTH, Barrett & Jordan, Props.

JUST TO SHOW YOU

An excerpt from a letter of the Globe-Wernicke Company:

"All of our advertisements are keyed and on the first of the year we made a schedule showing the replies received from some twenty leading publications which we used during the year 1899. We reduced this statement to the average cost per reply from the various publications with the following results: Of the twenty publications the SELF CULTURE MAGAZINE ranked third from the lowest in cost per reply. The average cost per reply from the entire twenty mediums was 50 per cent higher than your publication. As to the character of replies (an important consideration with us) those from the MODERN CULTURE will compare favorably with the best."

Prosperous people throughout the United States and Canada read the

Modern Culture

Because it is a high-class literary monthly that addresses itself particularly to those persons having regard for education, refinement and character.

CIRCULATION—Largest of any literary monthly published west of New York.

Be included in the list of contented advertisers now using its pages. There are lots of them.

For quality and quantity no publication has such a low rate.

If you are interested write us.

MODERN CULTURE,

111 Fifth Ave., New York. **Caxton Building, Cleveland, O.**

**\$1.50
per
Agate
Line.**



**\$1.50
per
Agate
Line.**

The circulation of **POPULAR FASHIONS** is rapidly increasing. While **500,000** circulation is guaranteed and proven to all advertisers, the actual circulation largely exceeds the number guaranteed. November circulation will reach **600,000** copies.

November Forms Close October 17th.

No mail order advertiser who has a sound judgment of his business interests will permit his advertisement to escape a single issue of **POPULAR FASHIONS**.

POPULAR FASHIONS COMPANY, 79 Fourth Ave., New York City.

A. J. WELLS, Special Representative, 23 Park Row, New York.

Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York

SPECIAL NEWSPAPER REPRESENTATIVE.

One of the Great Papers in One of the Greatest States.

The Dayton Daily News

of Dayton, Ohio.

**EVERY ISSUE IS 8, 12
OR 16 PAGES FOR ONE CENT.**

A Fearless, Aggressive, Metropolitan
Paper for the People.

Sworn Statement of Circulation
for September, Average **16,332**

Only Evening Paper Receiving the Associated Press Dispatches.

Advertising contracts made contingent upon the proposition that the **DAILY NEWS** has more circulation than all the other daily papers in Dayton combined.

The Goods and the Medium

MEET:

You've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES: what we can do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES CO.,

170 Fifth Avenue, 26 East 22d Street, NEW YORK.

THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address

THE STATE COMPANY, Publishers,
COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

We have leased from Uncle Geo. P. two pages in PRINTERS' INK for a year to tell you about the merits of the Scripps-McRae League of one-cent afternoon papers. We don't own this space; it belongs to him as soon as our lease expires. Until that time, however, we will utilize it each week to present to you what we believe to be accurate and fair information about these newspapers—the kind of information you have often spent your own good money to get.

We are willing to pay for the privilege of saying these things to you, but as a matter of fact you could afford to pay for this space yourself; just as much so as you can to pay a lawyer for advice and suggestions on points of law.

We have analyzed the newspaper situations carefully in Cincinnati, Cleveland, St. Louis and Covington, Ky., looked at it from your standpoint and ours, fixed the rate in the Cincinnati Post, Cleveland Press, St. Louis Chronicle and Covington Ky. Post low enough and along the right lines so that any advertiser with a legitimate proposition will succeed if he uses our papers intelligently.

The Cincinnati Post prints, circulates and gets paid for over one hundred and thirty-three thousand copies a day.

The Cleveland Press does the same thing with ninety-three thousand copies, and there are fifty-three thousand people in St. Louis and surrounding territory who are waiting and pay for a copy of the St. Louis Chronicle every afternoon.

In Covington, Ky., we have a "cinch." The people there who want to keep in daily touch with the world are obliged to read the Covington Post, whether they want to or not, as it is the only daily paper published in Covington, and there are thirteen thousand people around there who take it.

It must be, however, that they wanted the paper and found merit in it, as they continued to subscribe for it, while the Post's competitor continued to lose its readers until they were forced to suspend publication.

F. J. Carlisle is in charge of our foreign advertising department, with an office in the Tribune Building, New York, and one in the Hartford Building, Chicago. He will be glad to give you information and accurate data pertaining to the papers.

Mr. Dewey, of the Lyman D. Morse Advertising Agency, New York, sent us an order the other day for Van Houten's Cocoa in the St. Louis Chronicle.

Mr. Schofield, of the E. H. Clarke Advertising Agency, Chicago, gave us an order for Swanson's Rheumatic Cure advertising in the St. Louis Chronicle.

Mr. Baker, of Scott & Bowne, New York, gave us an order for advertising Scott's Emulsion in the St. Louis Chronicle.

Pettingill & Co., Boston, sent us an order for Dr. Lyon's Tooth Powder for the St. Louis Chronicle.

All of the above advertisers are new patrons of the St. Louis Chronicle.

Mr. Morrow, of John Morrow & Co., Springfield, Ohio, gave us an order for the advertising of Kidneoids in the St. Louis Chronicle.

Mr. Schumacher, of the Peruna Drug Mfg. Co., Columbus, Ohio, gave us an order for advertising Peruna in the St. Louis Chronicle.

These last two advertisers had used the paper before, but not in recent years.

There must be something doing in St. Louis or else these expert buyers of space would not take up the St. Louis Chronicle.

Every other advertiser who is not using the St. Louis Chronicle at the present time would do the same thing if he would stop and consider what the Chronicle now offers in the way of service, circulation and rates.

Fifty-three thousand sworn to daily paid circulation of the St. Louis Chronicle has a fixed value, and the value that we have fixed for this circulation is lower than any other paper in St. Louis will sell you a like amount of circulation for. The class and amount of advertising the paper carries is an evidence that it is all right.

It is one of the successful papers of the Scripps-McRae League daily afternoon penny papers, whose advertising is in charge of F. J. Carlisle, with offices in the Tribune Building, New York, and Hartford Building, Chicago.

Any indication from you that you would like to talk the matter over with him will be promptly attended to.

The Only One and That's
THE
Kansas City Times

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

The Best Medium

THE KANSAS CITY TIMES covers an exclusive field but not a limited one.

THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

THE KANSAS CITY TIMES

A. A. LEEUEUR, Editor. RAYMOND P. MAY, Business Manager.

S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

PRINTERS' INK.

No. SAMPLE.

GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.

GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.

GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE

AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE

AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Geo. S. Boutwell 10 SPRUCE ST.,
NEW YORK.

Through The Mail

In this department it is intended to give information and discuss subjects of specific interest to mail order advertisers. Letters asking queries in this line are solicited.

THE *Newspaper and Poster Advertising*, of London, tells the following interesting piece of news: J. G. Graves, a large advertiser in the jewelry mail order business at Sheffield, has been waging a battle royal with the Sheffield postoffice. Mr. Graves advertises in all parts of the kingdom, and the orders for his goods come in by letter and the goods are dispatched in return either by registered letter packet post or else by registered parcel post. This distinction is all important in connection with the present incident. Registered letter packets weighing the maximum of 10 oz. cost 2½d., which, added to the registration fee of 2d., amounts to 4½d. per packet. The minimum cost of a registered parcel is 5d., i.e., 3d. postage and 2d. registration. Mr. Graves has daily occasion to send a large number of each. In the case of the registered parcels the postal authorities grant to firms carrying on such enormous businesses as Mr. Graves', and for their own convenience, the right to have their parcels fetched by the parcel postmen, but no such arrangement has been made for fetching the registered letter packets, however numerous they may be. In order to make the work of the postal authorities as light as possible, Mr. Graves has been in the habit of keeping books at his establishment similar to those used by the postal authorities at the registration counter for parcels and letter packets. In these the various packets

have been duly entered up and made ready for being dealt with at once by the sorting clerk after being run over and checked when they arrived at the postoffice, thus saving a large amount of clerical labor at the postoffice. In order, however, to take these packages to the office, Mr. Graves has had to employ a man who was so fully employed that it was not possible for him to do anything else. Mr. Graves felt—and was undoubtedly justified in so doing—that as he was paying clerical postal labor in his own office in writing out and filling up receipt forms at his premises, and thus saving the cost and labor at the postoffice, the least the authorities could do was to allow their parcel postmen to take his registered letter packets as well as parcels. For the last three years Mr. Graves has persistently made a claim to have his registered letter packets fetched by postmen, but without result, and he eventually communicated his intention of no longer assisting the authorities. He would claim the privilege of being dealt with as a private individual, and would flood the office with letter packets, which would have to be registered singly by the clerk or clerks in charge. Some idea of what the threat meant can be gathered from the fact that during the months of September and October the total number of letters, parcels and packets dispatched through the post was not less than 500,000. Between 4.30 p. m. and 5 p. m., a few days since, a cab was dispatched containing three gentlemen with something like fifty letter packets to be duly registered. When the clerk in charge at the counter had nicely commenced to deal with this little dose

other employees walked in, some with one packet, others with more than one, all to be registered, until just over a hundred men awaited attention, in order to register some 200 letter packets.

The next day Mr. Graves went one better. He chartered a large number of cabs, posted upon which were red and white bills bearing legends reading: "Down with red tape," "Why should Sheffield wait?" "Reasonable duties for Sheffield postmen," "Grant proper facilities for Sheffield trade." In addition, every vehicle bore a conspicuous notice reading: "J. G. Graves' Postal Packet Department." As the procession passed through the street much interest was occasioned. Arrived at the postoffice, the staff—which had been largely augmented—was kept busily at work for nearly an hour, and during that time no registration was possible to private individuals.

The Lord Mayor has now called a truce, readily assented to by Mr. Graves.

THE newest "PRINTERS' INK baby" is called "System" and is published monthly by the Shaw-Walker Co., of Muskegon, Mich., at ten cents a number or fifty cents a year. It devotes itself exclusively to showing how the "card system" may be utilized in the "follow-up system" and otherwise. The following, contributed by Mr. Zenner, of the Zenner Disinfectant Co., may give some idea of its contents:

All our advertising is keyed, no matter whether it is in newspapers, circulars or schemes. When mail is opened it is rubber stamped and the key number placed upon the letter. Our card index is then searched to see if we have the name, or if we have had any earlier correspondence with the party. If so, the card is withdrawn from the cabinet and attached to the letter. If not, a new card is written. This then goes to the correspondence department and the proper reply is dictated and such notations as are possible are placed upon the correspondence. Both original letter and card are returned to file-clerk, who completes the original card with notation of the correspondence, and same is placed in our chronological card index and again has the attention of our correspondence department in ten days, should not a favorable reply be received in the meantime. This is followed again at the end of twenty and thirty days, should the emergency demand. We find

that we are able to induce a reply in a large percentage of these cases in response to our second letter, and in a great majority a reply to the fourth. If not in this case, proper notation is made on the original card and it is placed in the permanent index.

And Mr. John Lee Mahin has this to say in regard to the same subject:

The first step in establishing a "follow-up" system is to secure some form of communication with possible customers that will arouse their curiosity—this may be in the form of a personal call on the part of the salesman, or an advertisement in a publication a large percentage of whose readers ought to be customers of yours; or it may be in a strong direct appeal by mail, offering to send something or to perform a service which no one will be at all interested in unless they are possible customers of yours. The answer that you secure to this form of appeal is the best material for a "follow-up" system. This should then be worked for all it is worth.

IN PRINTERS' INK of December 5 an advertisement of toilet paper made by the A. P. W. Paper Co., of Albany, N. Y., was reproduced as indicating what acquisitions were being added to the mail order field. In regard to the "newness" of this mail order article the company writes as follows:

ALBANY, N. Y., Dec. 12, 1900.

Editor of PRINTERS' INK:

Many thanks for the attention given our modest advertisement. We inclose (less the dollar) one of several responses received. Your notice amused us, but we were surprised by your "serious" comment on the "peculiar articles that are entering the mail order field. Surprised you didn't know that the rapid growth of the business of this company, now extending quite around the earth, was largely due to our early cultivation of that field. PRINTERS' INK is too young to remember the advent of "toilet paper"; that there was a time when it was not; probably never heard of the turning down of the first toilet paper advertisement by Horace Greeley as unfit for the *Tribune*, nor (when he learned of Mr. Greeley's refusal) its welcome by the elder Bennett with the promise of an editorial notice, that duly appeared, calling attention to the advertisement, stating it had been declined by Mr. Greeley, no doubt for the obvious reason that a general adoption of the article advertised would lessen very seriously the demand for the *Tribune*. We inclose one of our earlier advertisements that appeared continuously for several years in all the leading monthlies. For several years past we have done no advertising in family journals. This we now believe to have been an error, but as our competitors have not profited by it, we hope to turn even our mistake to advantage. We will admit, however, the advertisement you happened to see and reproduced was not exactly as we intended

it to be, or as it appeared in other publications. "Average" was the word intended instead of "large."

Yours very truly,

A. P. W. PAPER CO.

The company's booklet is printed on the "satin toilet paper" it advertises, and makes a unique piece of advertising.

ONE of the most interesting and unique pieces of mail orders is that inaugurated by the Pittsburg Bank of Savings, of Pittsburg, Pa. The following extracts from the booklet, "Banking by Mail," give a fair idea of the project:

It is no trouble to bank by mail, under the system devised by this bank—a simple matter of going to the post-office and dropping a letter in the box.

And it is perfectly safe. We have not had a depositor lose a dollar since the system was inaugurated five years ago.

The business started a few years ago, when some depositors who moved away from Pittsburg wanted us to continue to do their banking for them by mail. It has grown so rapidly that we now have depositors in every State in the Union, and even in foreign countries—and a special clerk is required to look after that feature of the business.

In opening an account send your deposit, whatever it may be, by postoffice or express money order, or by draft or check on your local bank. We will at once enter your name as a depositor, and send you a pass book with the proper credit entered therein.

In making subsequent deposits you must send the pass book, or the number of same, with the deposit.

You will find, inclosed with this booklet, a signature card, which you must sign and send to the bank with your first deposit.

Interest is compounded January 1 and July 1 of every year.

Money begins to draw interest from the first and fifteenth of each month.

Any amount not exceeding fifty dollars will be paid at any time, on demand.

Amounts of \$50 to \$100 require one week's notice. For each additional hundred dollars, add one week. Sixteen weeks is the longest notice required for any amount.

THE return envelopes inclosed with circulars and booklets frequently close themselves because of the moisture in the atmosphere. It is probable that fully one-half of them arrive at their destination in this condition. A PRINTERS' INK reporter who endeavored to discover whether this difficulty could be obviated, found no one who had found a way. One mail order man said a piece of oiled paper put between the flap and the body of the envelope might prevent the two from connecting, but suggest-

ed that perhaps the expense of such a method would render it impracticable. A return envelope that cannot be used by the recipient is no better than none at all; hence the necessity for one upon which the character of the atmosphere in which it is mailed will have no effect.

HON. JOHN L. THOMAS, of 1425 New York avenue, N. W., Washington, D. C., has just issued a 376-page book called "Lotteries, Frauds and Obscenity in the Mails," costing \$1.50 in cloth and \$2 in sheep postpaid, which ought to be in the library of every mail order advertiser. As its title indicates, it points out what the law regards as lotteries, frauds or obscenity, going exhaustively into the subjects involved. It is interesting to read the numerous methods that have been attempted to defraud the credulous through the mail, and the peculiar things that have been dominated lotteries or as obscene. And it is as useful to know as it is interesting.

A READER of the Little Schoolmaster has this to say:

In the various cities there is a vast difference in interpreting the rules and regulations of the Postoffice Department, especially those applying to second-class matter and to mail-order business. The Chicago postoffice officials are very liberal, and therefore that city has the largest volume of mail-order business credited to it. The Philadelphia office is the most rigid, and in consequence does an insignificant mail-order trade in comparison with its importance. The Boston office though conservative is lenient and transacts an enormous mail-order business with very little friction. The New York office has always been considered to be run on the "wide open" plan, but its policy often gets advertisers and publishers in needless entanglements that could have been easily avoided.

A CHICAGO correspondent of PRINTERS' INK writes: Postmaster Gordon, of this city, who is nothing if not original, has evolved a scheme for assisting mail order houses to get circulars and merchandise in transit without the delay incident to the cancellation of the stamps by having the government grant him permission to sell them already cancelled. The Washington officials have the matter under consideration.

Convincing Facts

Street Car Advertising is the most profitable, because it is placed where the greatest number have the most time to read it. . . .

OUR BUSINESS

is to place your ads where they will be seen, not by a few but by thousands. Do you want to improve your business? If so, do keep in touch with the masses—keep your business before the people. Our business is to improve your business. Write us for particulars. . . .

Geo. Kissam & Co.,

253 BROADWAY, N. Y.

15 BRANCH OFFICES.

Written by A. G. Powell, Starke, Fla.

A Ten Year Nap!

Start the new year right by buying from me, and when 1892 comes around you will be more than surprised at the amount of money you have saved. Send for my price list.

The above paragraph appeared in my last advertisement and when I noticed same it made me hot under the collar. Rip Van Winkle is supposed to have slept twenty years, but the fellow who set up my copy, only slept ten years, as the advertisement should read 1902. The printers who continue to buy inks on credit should wake out of their trance, and realize that this is a new era. The days of high prices are over, and all the jollyng of telling funny stories and issuing fancy colored specimens will never bring them back. Don't be Rip Van Winkles any longer, but send for a copy of my price list and compare it with what you have been paying. To get my inks you will have to plank down the cash in advance, as it matters not to me whether you are rich or poor, or whether you buy one pound or a ton. When my goods are not found as I represent them to be, I cheerfully refund the money and pay all freights or expressages.

Wishing you a Happy New Year, I am

PRINTERS INK JONSON,

13 SPRUCE STREET,

NEW YORK.

READ

"When the fox said the grapes were sour, he fooled no one."

AND

When we say that the Brooklyn "L" cars carry daily 135,000 intelligent buyers, who look for and read the cards in the cars, who want bargains and articles of merit, we are not fooling you.

They know that up-to-date advertisers use our system and they patronize up-to-date advertisers.

Do you want them to patronize you? If you DO

SEE

GEO. KISSAM & CO.,
253 Broadway, New York.
15 Branch Offices.